



International  
Trade  
Centre

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# ITC Market Analysis Tools Survey results

Geneva, May 2020



# Objective of the ITC Market Analysis Tools survey

- To monitor relevance, utilisation and performance of market analysis tools:
  - Trade Map,
  - Market Access Map,
  - Rules of Origin Facilitator,
  - Euro-Med TIFM,
  - Export Potential Map,
  - Sustainability Map,
  - Investment Map,
  - Procurement Map and
  - Market Price Information
  
- To provide insights on the impact of ITC market analysis tools

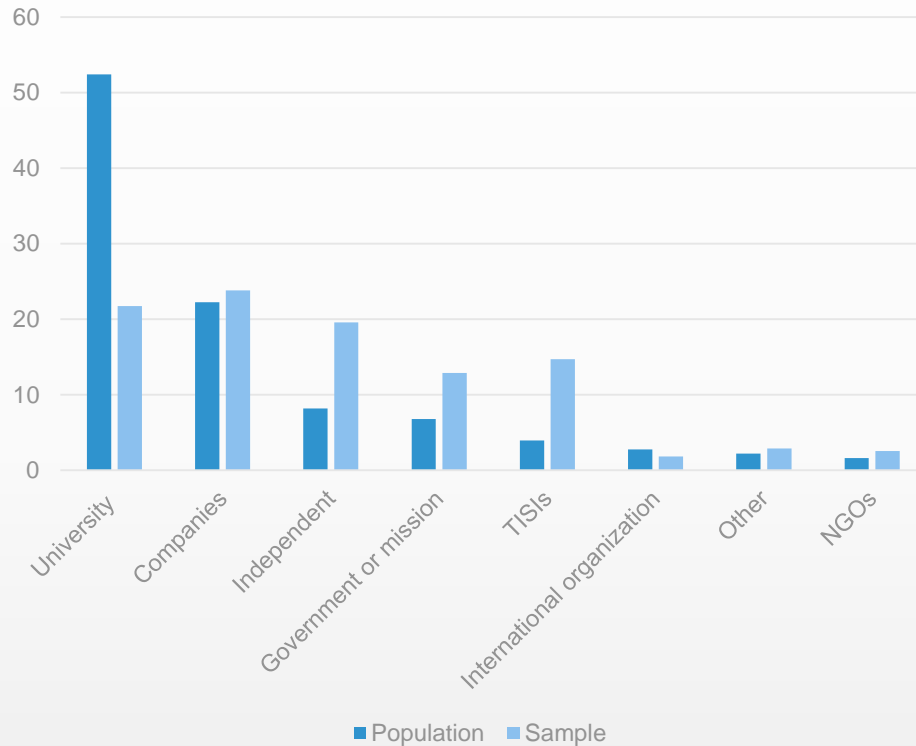
# The survey in figures

Questionnaires sent to users who have **visited** one or more tools at least **once** during the **last year**.

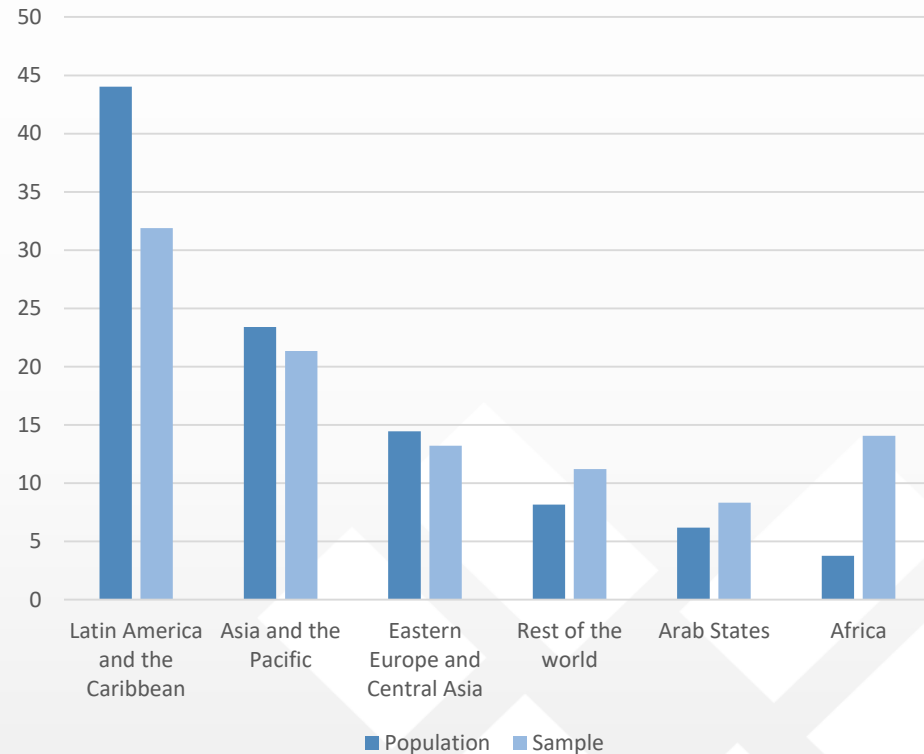
- **179 385** emails sent (in 3 languages)
  - + 1 reminder
- The survey was available online for 7 calendar weeks between **November 13<sup>th</sup> 2019** and **January 3<sup>rd</sup> 2020**. It consisted of a total of 17 questions.
- **2 007** answers (i.e. answer rate  $\approx$  1%)

# Users activities and location

Proportion  
(in %)



Proportion  
(in %)

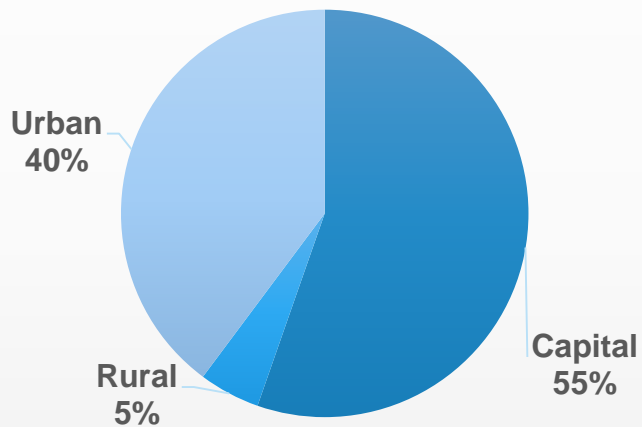


The sample has a similar structure as in 2018, except for marginal proportion changes between 2018 and 2019: Companies (-4.23%), TISIs (+2.66%), Independent (+2.01%). The sample size reduced between 2018 and 2019 (-26.99%). Corrections have been applied to match the population structure in terms of:

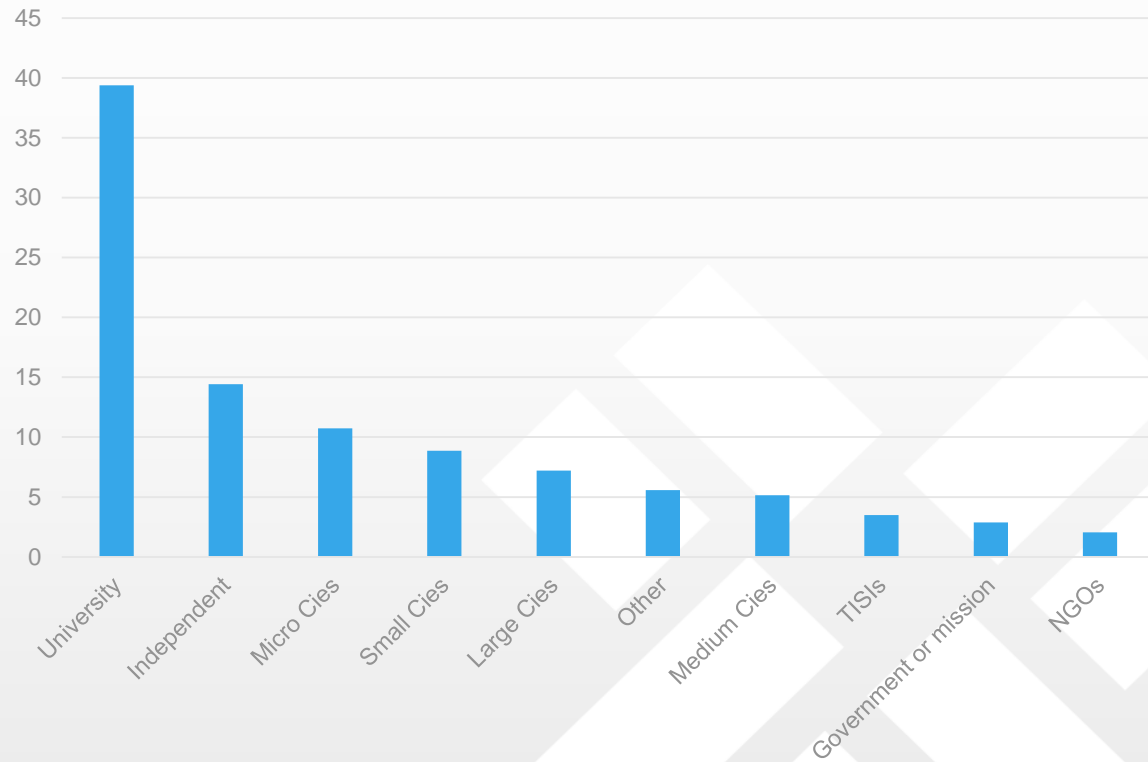
- geographical location
- activity

# User distribution by location

Proportion of user by location (%)



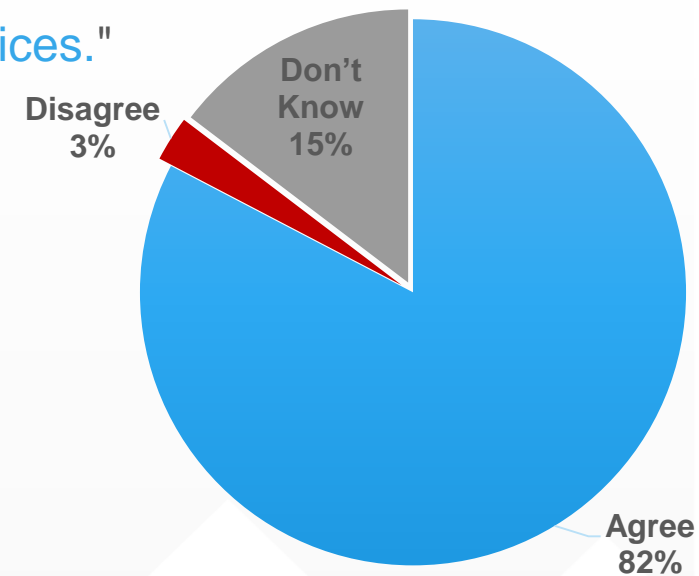
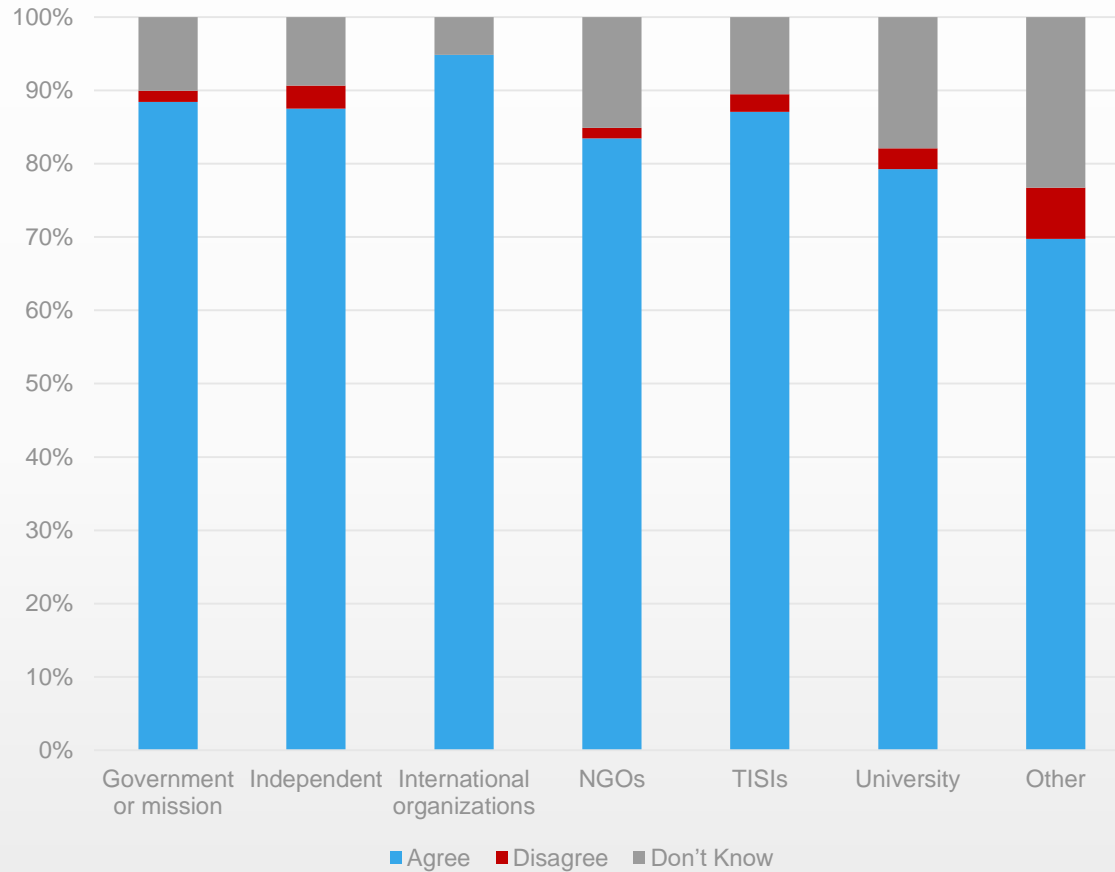
Proportion of users in rural area for each activity (in %)



# The Market Analysis Tools: influence and outcomes

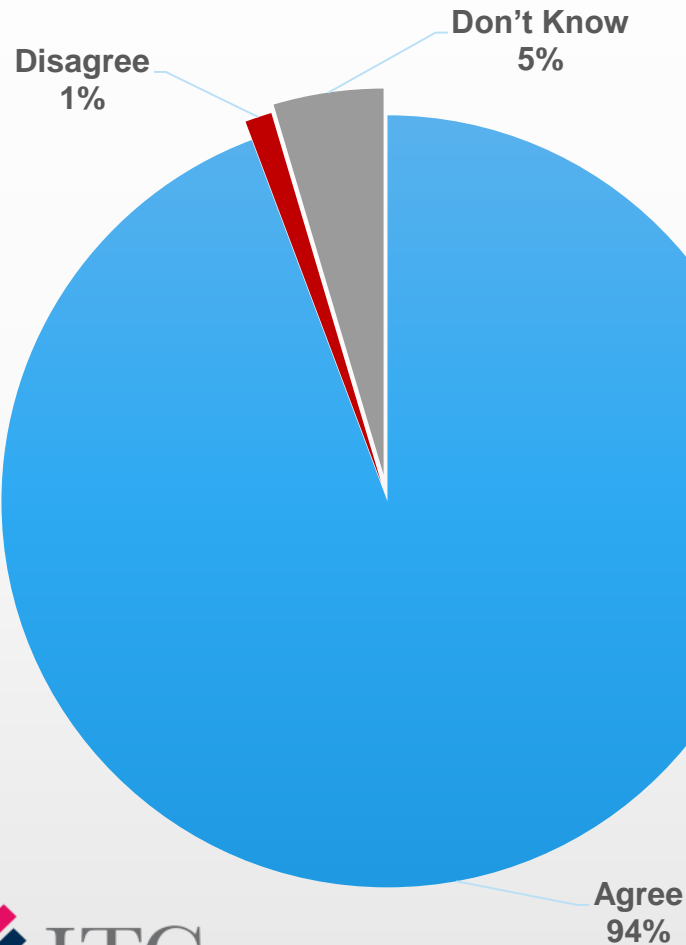
# Tools help users ...

... "to improve their services."



# Tools help users...

... "to better understand trade related issues."

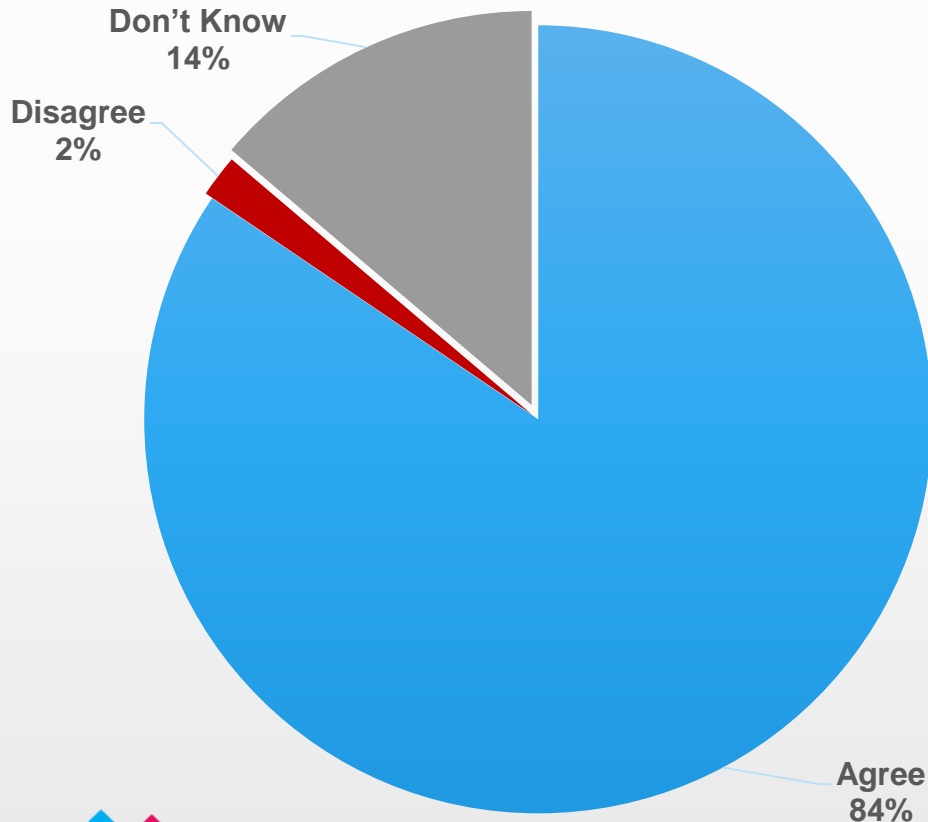


«Agree» = 94% of the answers



# Tools help policy makers...

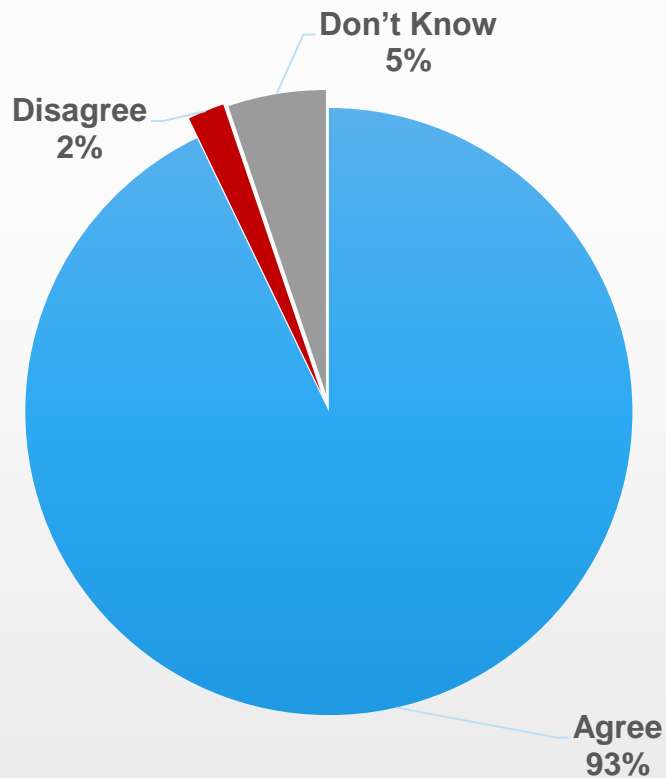
... "to make better-informed trade policy decisions."



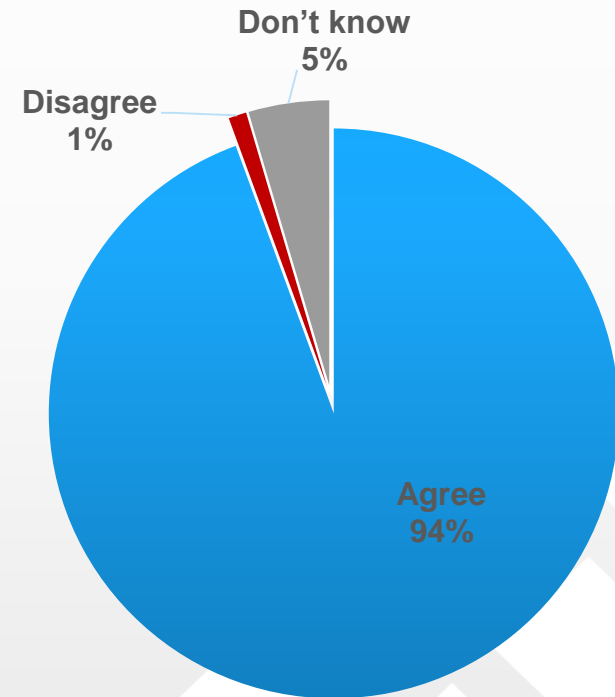
«Agree» = 84% of the answers

# Tools help companies...

... "They help me to reduce the time or cost of obtaining information I am looking for."



... "to realize additional exports."  
(for companies declaring exporting in the last 12 months)



# Tools and companies' import/export value

“What was the value (in US\$) of your imports/exports in the last 12 months for which the ITC Market Analysis Tools have helped you to make decisions?”

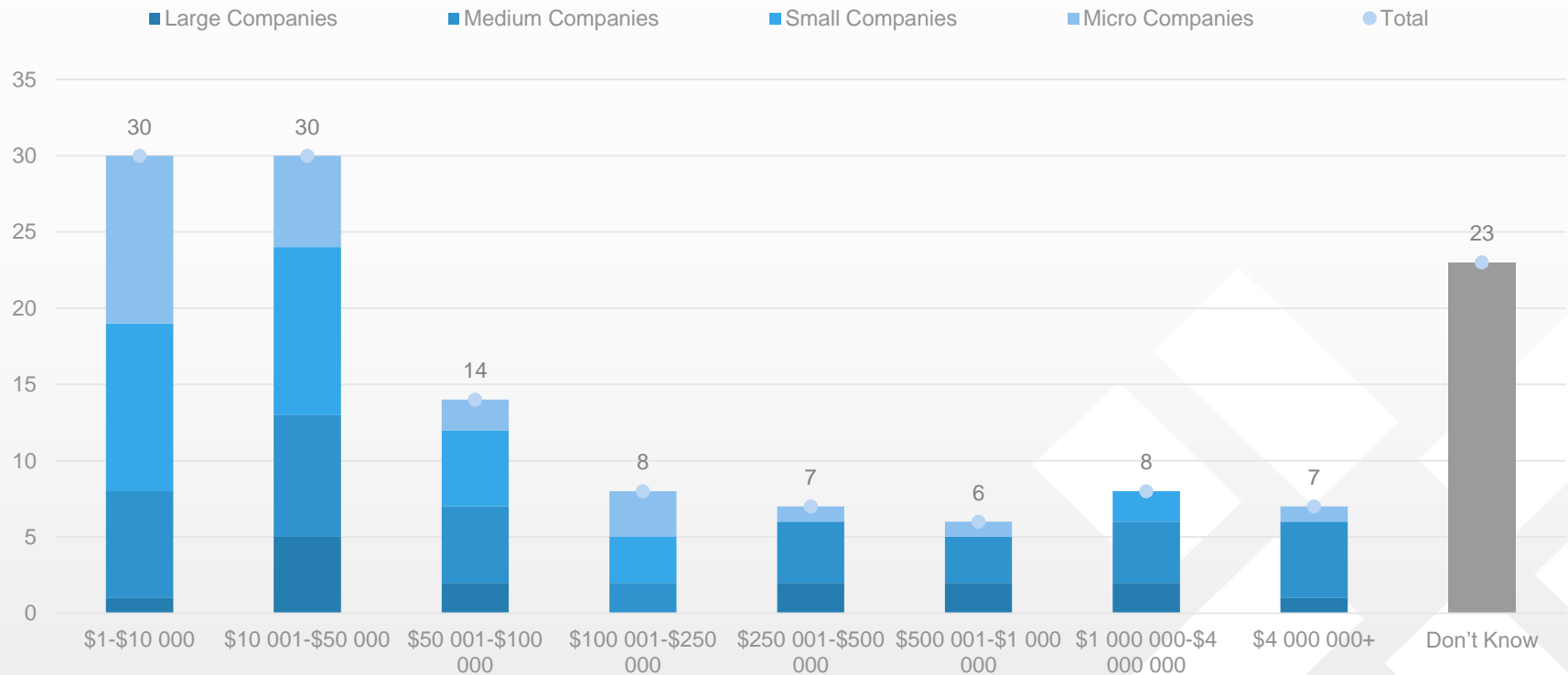
Question asked to companies who declared:

- ✓ **exporting** and/or **importing**,
- ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

- 478 enterprises in the sample
- 133 answers

# Tools and companies' import/export value

What was the value (in US\$) of your imports/exports in the last 12 months for which the ITC Market Analysis Tools have helped you to make decisions?



Estimated \$ 367 million enabled by the tools in 2019



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