



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# ITC Market Analysis Tools Survey results

Geneva, January 2021



# 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,
  - Euromed Trade Helpdesk,
  - 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**.

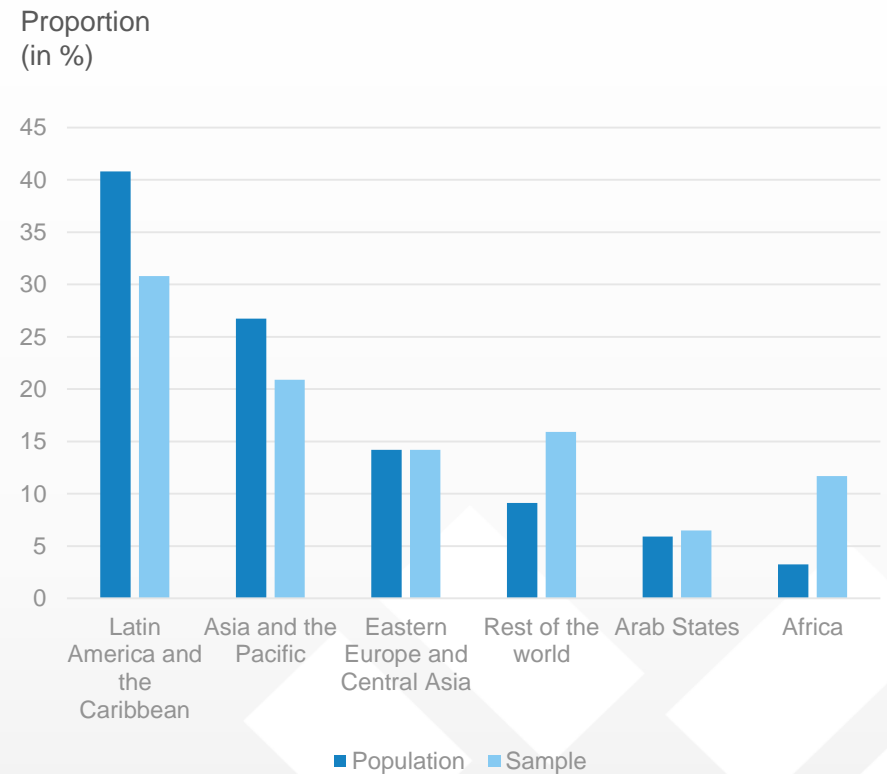
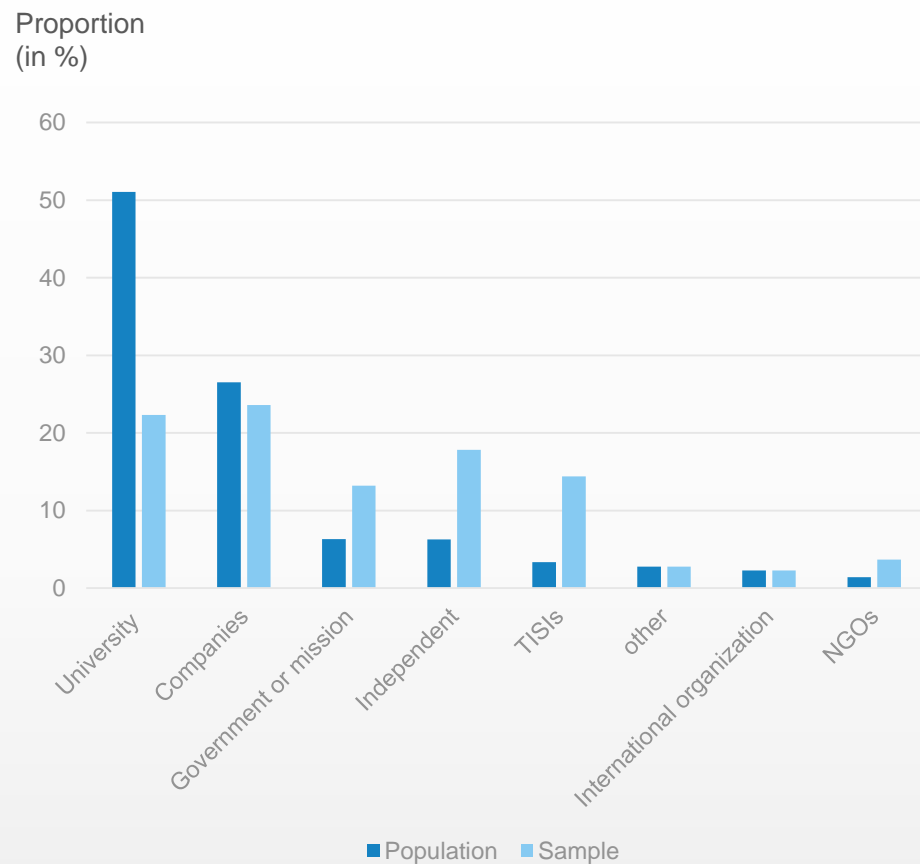
- **177,046** emails sent (in 3 languages)

+ 1 reminder

- The survey was available online for 3 calendar weeks between **November 11<sup>th</sup> 2020** and **December 3rd 2020**. It consisted of a total of 17 questions.

- **2 431** answers (i.e. answer rate  $\approx$  1%)

# Users activities and location

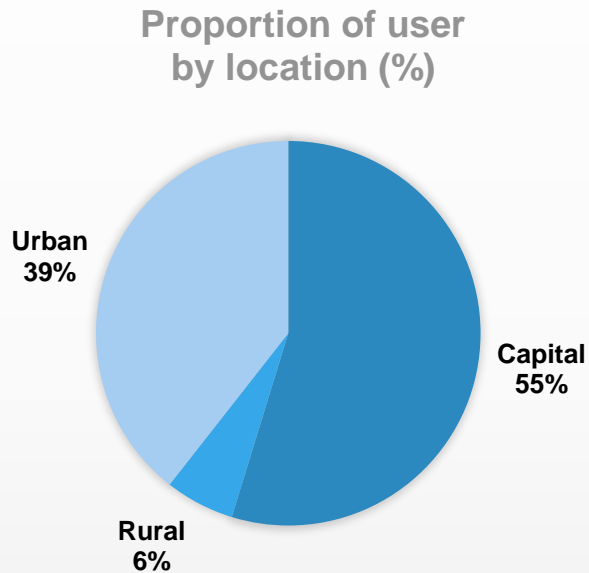


The sample has a similar structure as in 2019. The sample size increased between 2019 and 2020 (+17.44%).

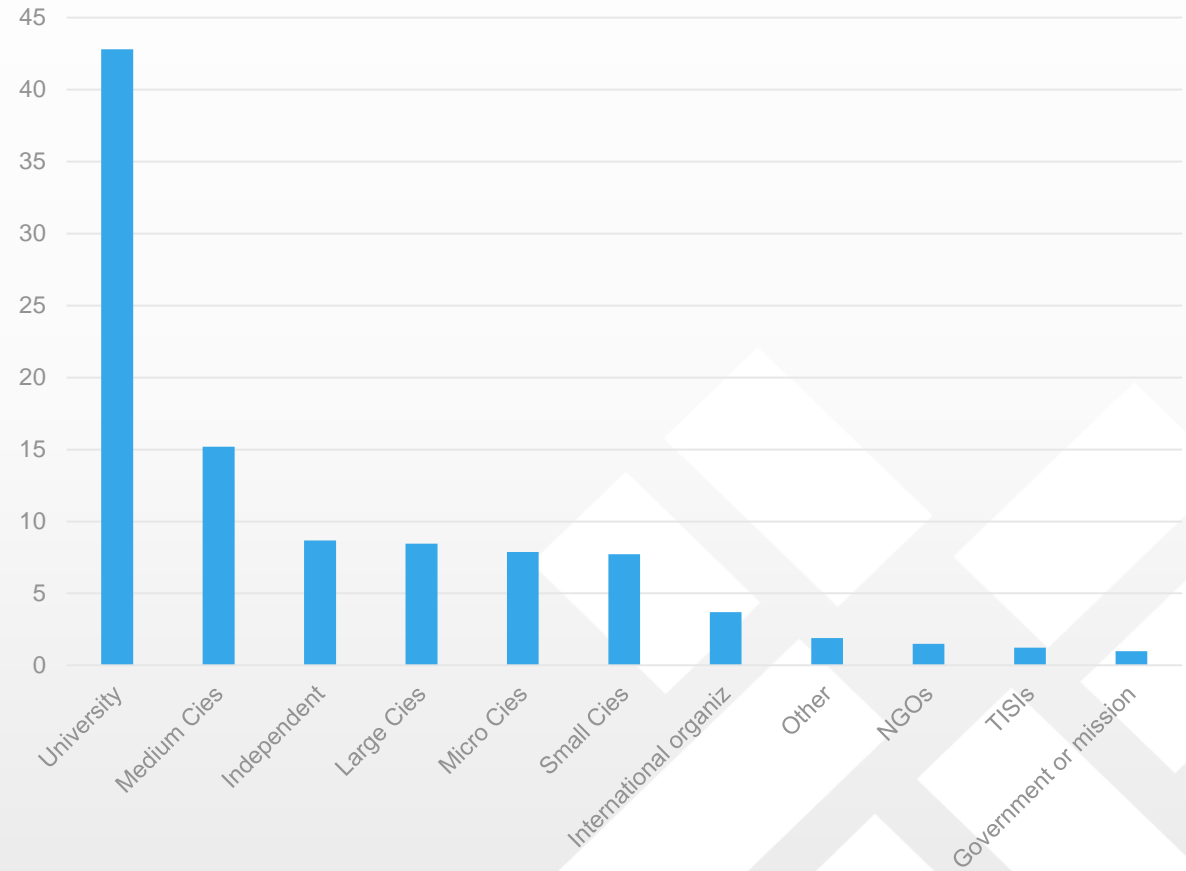
Corrections have been applied to match the population structure in terms of:

- geographical location
- activity

# User distribution by location



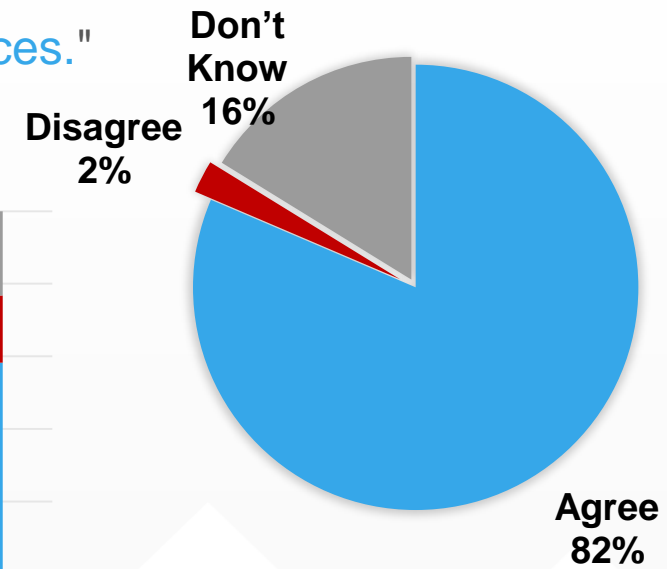
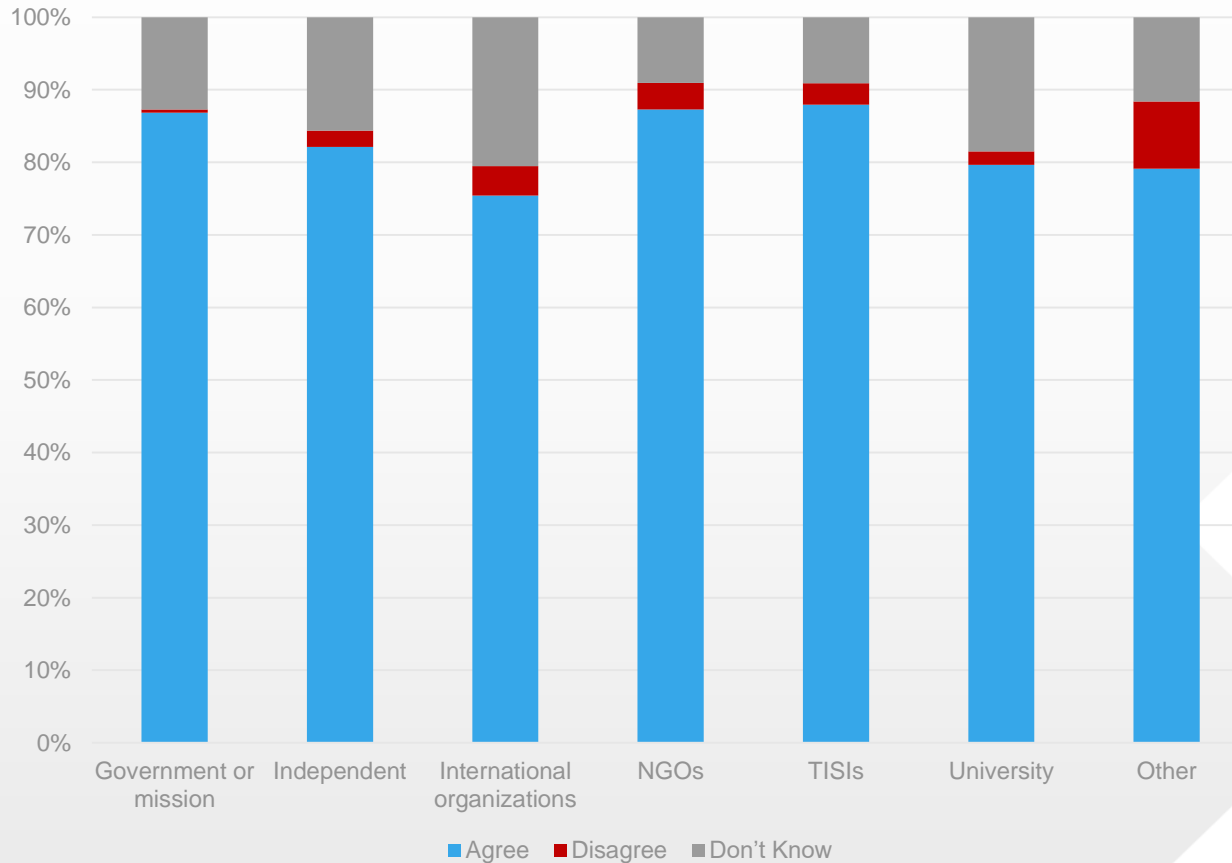
Proportion of users in rural area for each activity (in %)



# The Market Analysis Tools: influence and outcomes

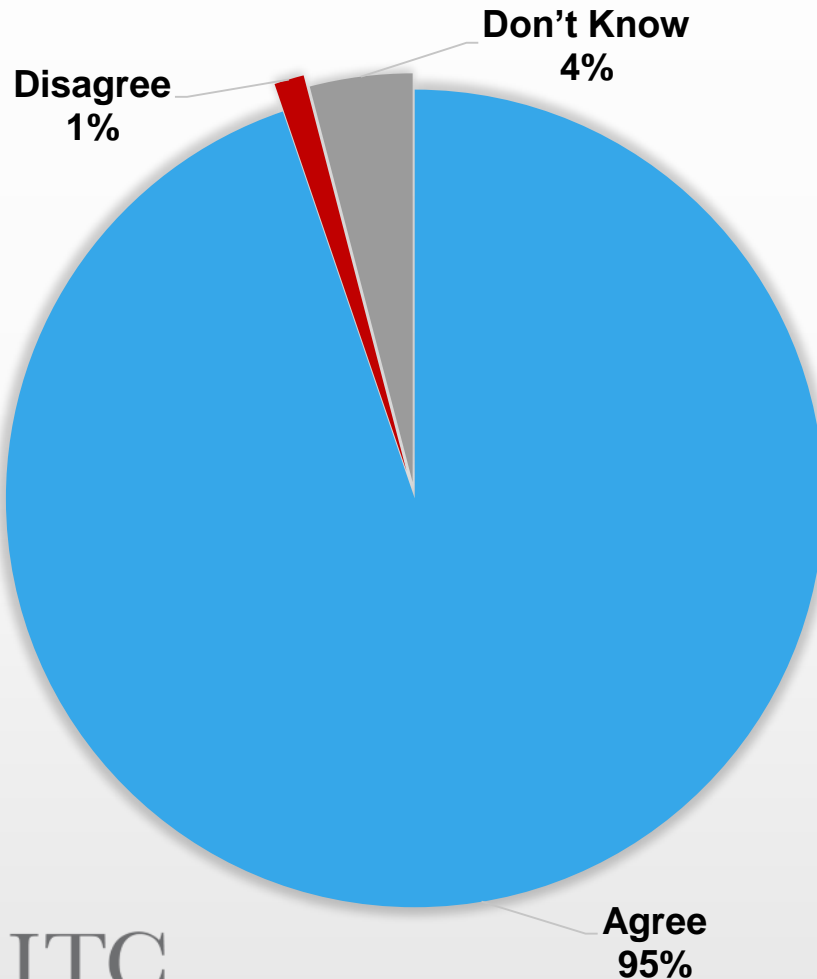
# Tools help users ...

... "to improve their services."



# Tools help users...

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

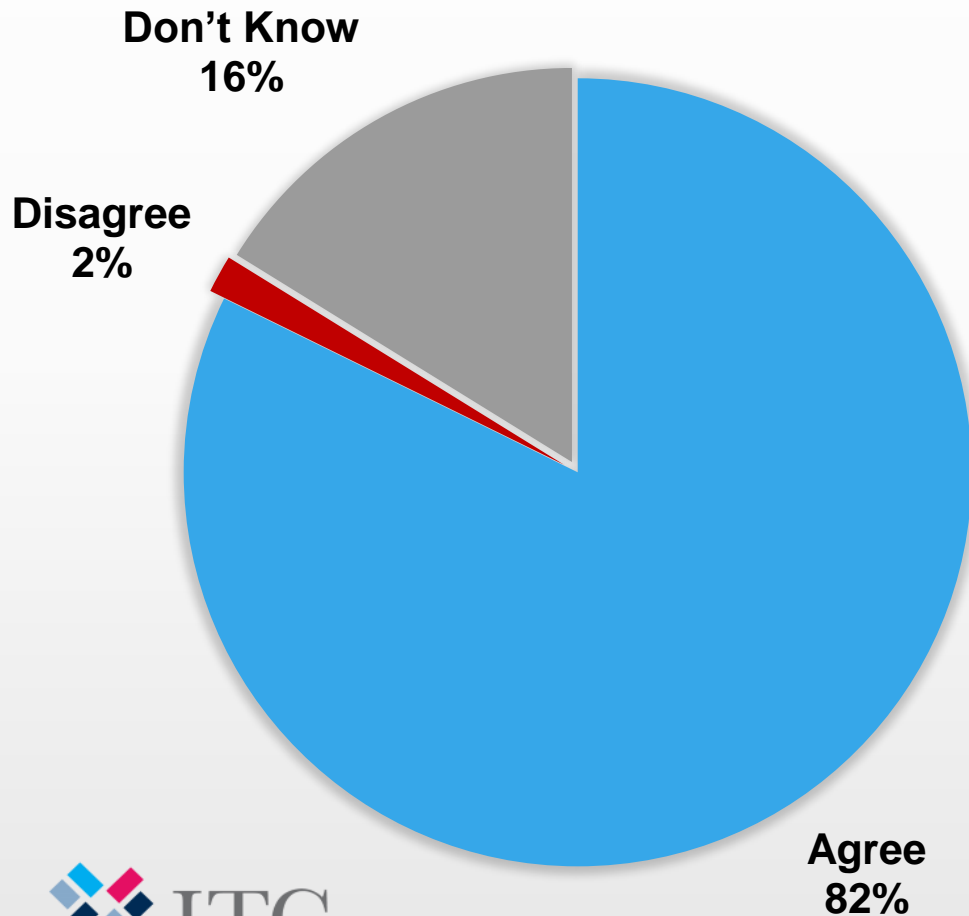


«Agree» = 95% of the answers



# Tools help policy makers...

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



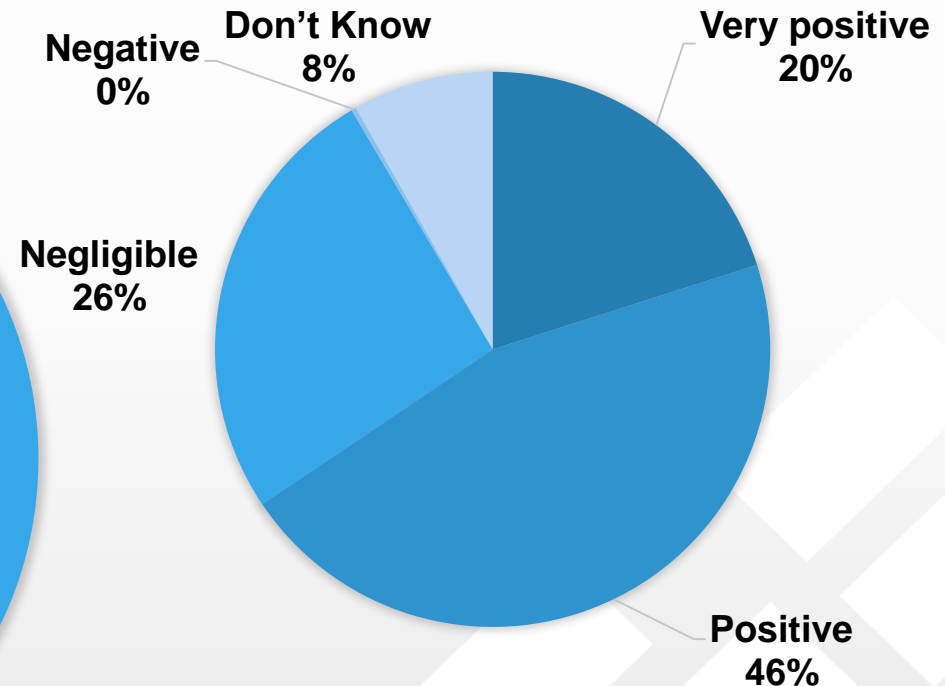
«Agree» = 82% of the answers

# 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)



«Agree» = 66% of the 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?”**

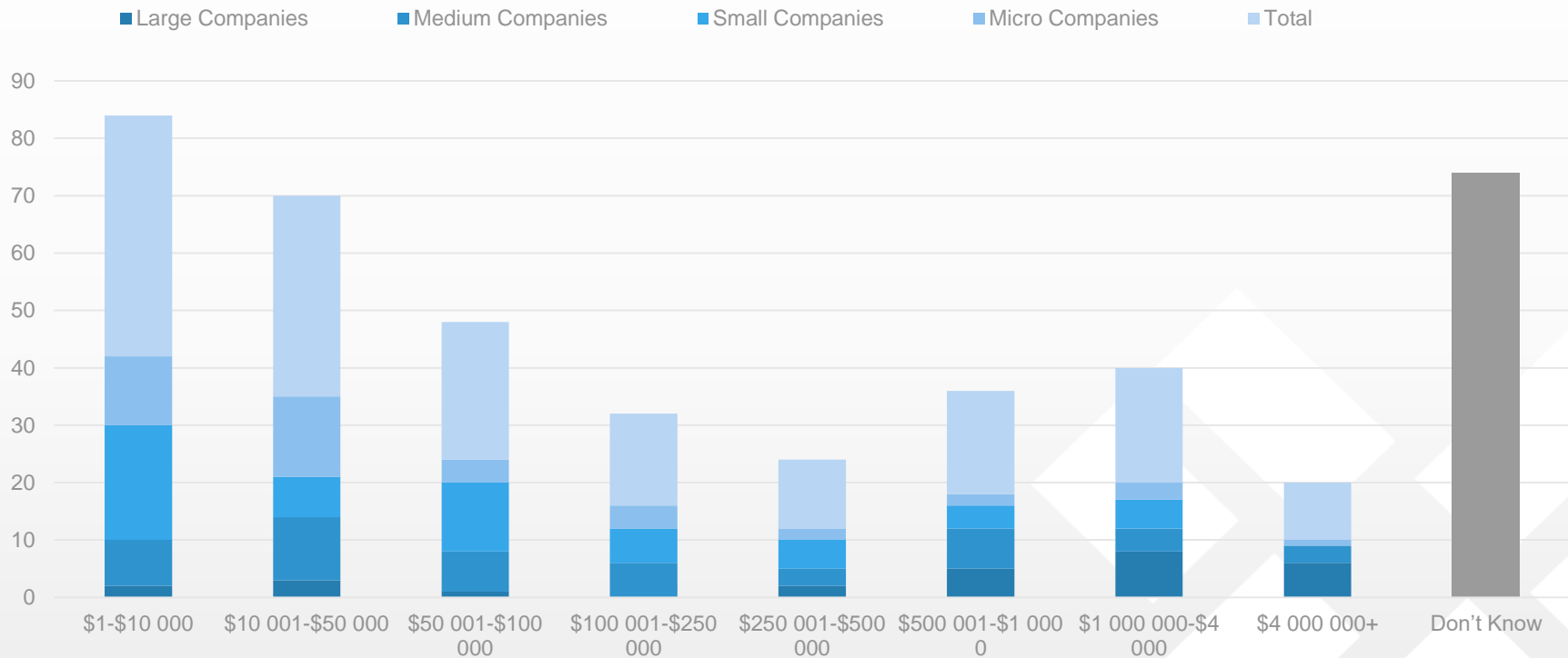
Question asked to companies who declared:

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

- 574 enterprises in the sample
- 214 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 \$ 228 million enabled by the tools in 2020



TRADE IMPACT  
FOR GOOD