



Market Diversification Tool

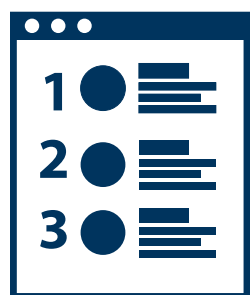


export.gov/marketdiversification

Looking for your next market? Whether you want to expand sales, find alternatives due to changes in market conditions, or make the most of travel to a specific region, the Market Diversification Tool helps you get started.

By harnessing a wide array of data, the Tool from ITA's Industry and Analysis unit crunches the numbers to help you identify and compare potential new markets.

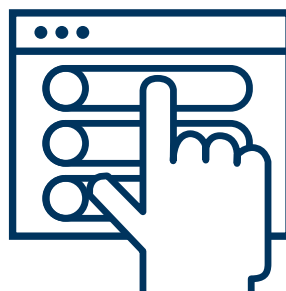
Here's how it works:



1. Enter the basics and get ranked results



2. Look at the data under the hood

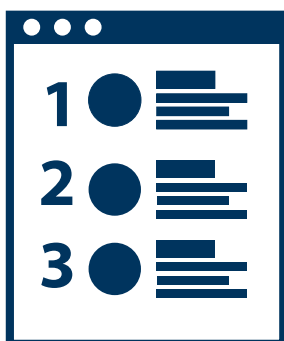


3. Refine and tailor your search



4. Get help with next steps

Start with the basics



Input some simple data on what you do now. What product do you make, and where do you currently export?

The tool will give you a ranked list of potential markets from around the world based on your experience.

Export Destination Ranking

1	2	3	4
Sweden - 79.0			
Average Imports from the U.S.: \$29,349,071			
Maximum Average Tariff: 3.7			
France - 61.9			
Average Imports from the U.S.: \$18,018,057			
Maximum Average Tariff: 3.7			
Germany - 61.8			
Average Imports from the U.S.: \$13,180,679			
Maximum Average Tariff: 3.7			
United Kingdom - 59.4			

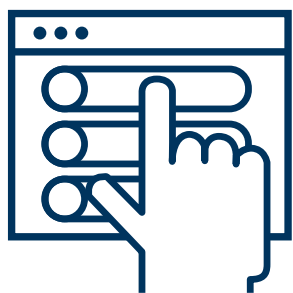
Want to dig deeper?



The tool works by running an algorithm across 11 indicators. You can see all the data and compare the markets on any factor.

1. Historic Trade
2. Potential Trade Growth
3. Maximum Average Tariff
4. Distance
5. Cost to Import (Border and Documentary Compliance)
6. Enforcing Contracts (Cost as % of Claim)
7. Rule of Law
8. FTA with U.S.
9. Landlocked
10. Language Match
11. Logistics Performance Index

Want to focus your search?



The default settings show you results from around the world, but you can choose to only see results from a particular region or a specific set of countries.

You can also adjust the Tool to give indicators you care about more weight in calculating the results.

Want help with what to do next?



The Tool connects you with tools and resources to help you with further market research and planning, including:

- ▣ additional trade and tariff data,
- ▣ country- and industry-specific market research,
- ▣ and your local Commercial Service office.

You can find the tool along with training and resources at:
[export.gov/marketdiversification](https://www.export.gov/marketdiversification)

