



# Sample Report

## Data Driven Product Analysis

Paper Roll Imports to South Africa

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October 2018 to September 2020



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# Scope of Analysis

## Tariff Codes

HS Code	Tariff Description	Type of Trade
Tariff Heading		  This analysis only looks at Imports
Chapter 48	Paper and Paperboard; Articles of Paper Pulp, of Paper or of Paperboard	
4811	Paper, paperboard, cellulose wadding and webs of cellulose fibres, coated, impregnated, covered, surface-coloured, surface-decorated or printed, in rolls or rectangular (including square) sheets, of any size (excluding goods of the kind described in heading 48.03, 48.09 or 48.10):	
4811.5	Paper and Paperboard coated, impregnated or covered with plastics (excluding adhesives):	
4811.51	Bleached of a mass of more than 150 g/m²:	
Tariff Codes used in this Analysis		
4811.51.10	In strips or rolls of a width not exceeding 150 mm; in rectangular(including square) sheets with one side not exceeding 360 mm and the other side not exceeding 150 mm in the unfolded state(excluding floor coverings on a base of paper or of paperboard, whether or not cut to size)	
4811.51.90	Other	

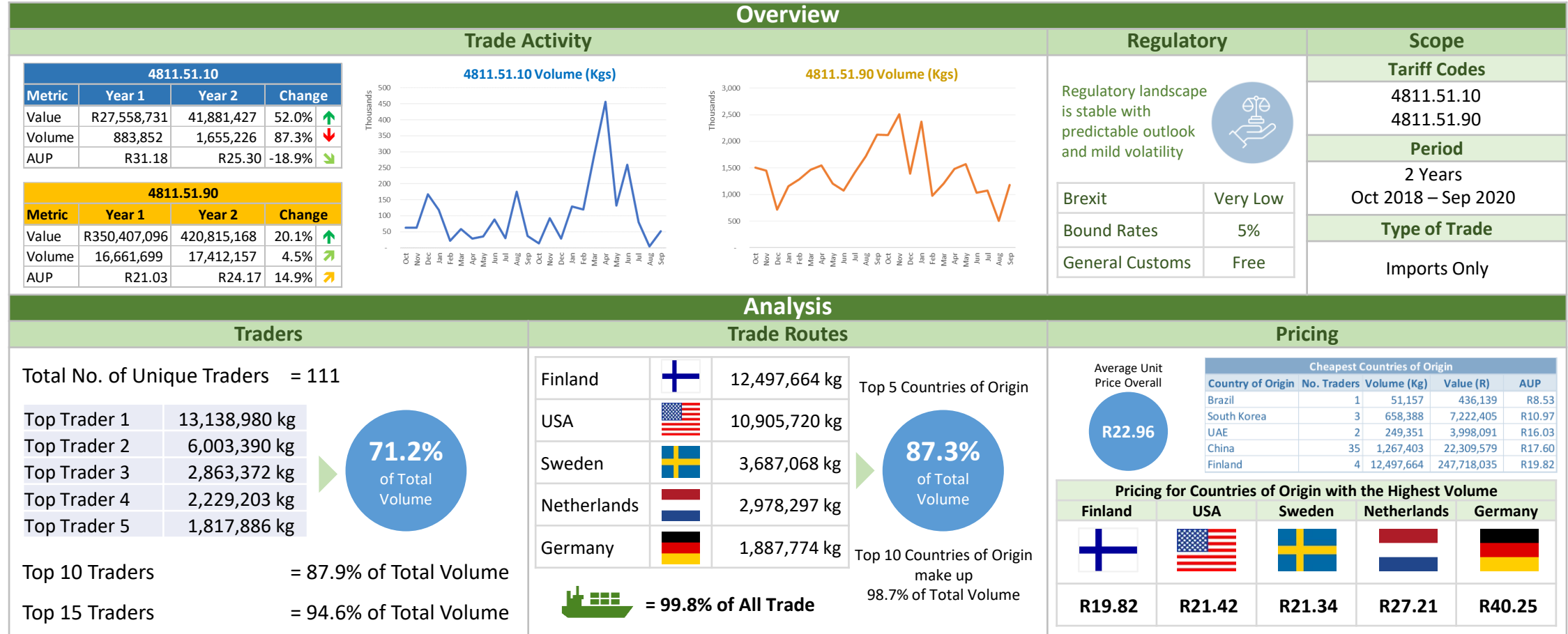
## Period of Review

The data used in this analysis is for the 2 year (24 month) period:

- October 2018 to September 2019 (Year 1)
- October 2019 to September 2020 (Year 2)

# Executive Summary

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only



# Regulatory Landscape

## Overview of Potential Duty and Levy Changes

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Regulatory Exposure	4811.51.10 Corrugated: Old	4811.51.90 Thickness < 0.45mm
Brexit Exposure	Very Low	Very low
Bound Rates	5%	5%
General Customs Duties	Free	Free
Import Surges	N/A	N/A
Safeguard Duties	N/A	N/A
Anti-Dumping Duties	N/A	N/A
Open Investigations	N/A	N/A
Specific Excise Duties	N/A	N/A
Environmental Levies	N/A	N/A

Regulatory landscape is stable with predictable outlook and mild volatility



### What are Bound Rates?

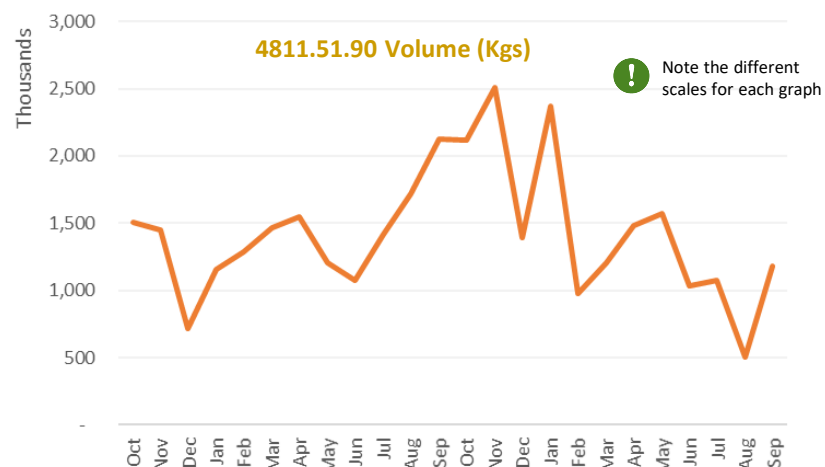
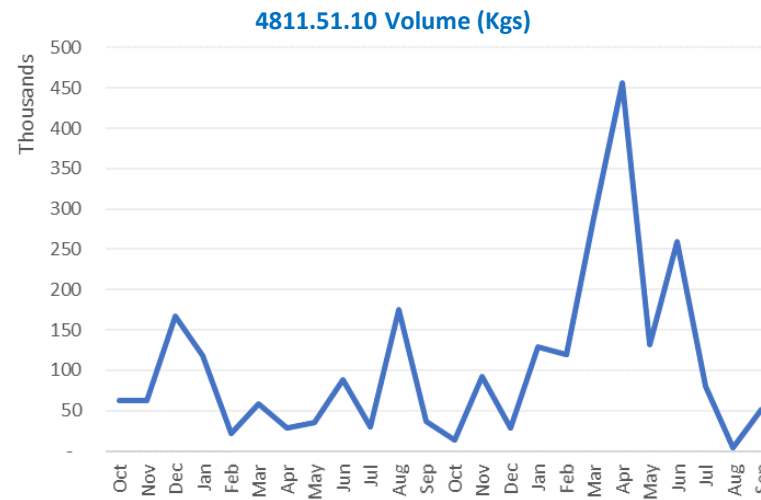
The bound rate is the maximum level the general customs duties can be raised to. This is no indication that it will be raised to that level, but merely that the possibility exists.

When joining the WTO, countries commit to an upper level on their duties, known as the bound rate. This upper level is different for each country and each tariff code. If the General rate of duty (the duties applicable to all countries except those South Africa has trade agreements with), is below the bound rate for that tariff code, the General rate of duty can potentially be increased to the bound rate. Such an increase would not affect the duties on trade agreement regions such as the EU.

# Trade Activity Overview

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Period		4811.51.10			4811.51.90		
		Value	Volume	AUP	Value	Volume	AUP
Year 1	18-Oct	2,478,349	62,116	R39.90	29,783,657	1,503,521	R19.81
	18-Nov	1,244,760	61,962	R20.09	31,328,966	1,451,283	R21.59
	18-Dec	3,125,759	166,823	R18.74	17,342,689	718,041	R24.13
	19-Jan	3,344,851	118,235	R28.29	24,057,284	1,152,443	R20.88
	19-Feb	1,048,448	22,003	R47.65	27,874,282	1,283,610	R21.72
	19-Mar	2,911,227	58,882	R49.44	30,320,443	1,464,759	R20.70
	19-Apr	1,274,721	29,216	R43.63	30,706,869	1,550,382	R19.81
	19-May	1,590,595	35,520	R44.78	25,518,588	1,202,157	R21.23
	19-Jun	2,685,325	88,312	R30.41	23,160,301	1,075,942	R21.53
	19-Jul	1,448,391	29,773	R48.65	30,277,163	1,419,761	R21.33
	19-Aug	4,895,442	174,786	R28.01	36,718,459	1,715,197	R21.41
	19-Sep	1,510,863	36,225	R41.71	43,318,395	2,124,603	R20.39
Year 2	19-Oct	773,903	13,249	R58.41	48,767,824	2,115,587	R23.05
	19-Nov	2,171,337	92,307	R23.52	52,456,263	2,506,521	R20.93
	19-Dec	692,800	28,213	R24.56	30,357,583	1,391,503	R21.82
	20-Jan	3,293,369	129,031	R25.52	55,444,886	2,373,681	R23.36
	20-Feb	3,367,626	119,824	R28.10	20,922,799	976,589	R21.42
	20-Mar	7,590,235	289,460	R26.22	27,774,150	1,208,018	R22.99
	20-Apr	10,878,736	456,267	R23.84	38,150,934	1,477,974	R25.81
	20-May	3,230,059	131,844	R24.50	44,741,221	1,569,504	R28.51
	20-Jun	7,040,001	259,522	R27.13	28,621,774	1,034,764	R27.66
	20-Jul	2,130,217	80,352	R26.51	28,548,787	1,070,166	R26.68
	20-Aug	275,879	3,998	R69.00	13,210,415	505,038	R26.16
	20-Sep	437,265	51,160	R8.55	31,818,532	1,182,810	R26.90
Total		69,440,158	2,539,078	R27.35	771,222,264	34,073,855	R22.63



4811.51.10			
Metric	Year 1	Year 2	Change
Value	R27,558,731	41,881,427	52.0% ↑
Volume	883,852	1,655,226	87.3% ↓
AUP	R31.18	R25.30	-18.9% ↘

6.9% of Overall Combined Volume

Both Tariffs Combined	
Metric	Year 1 and 2
Value	R840,662,422
Volume	36,612,933
AUP	R22.96

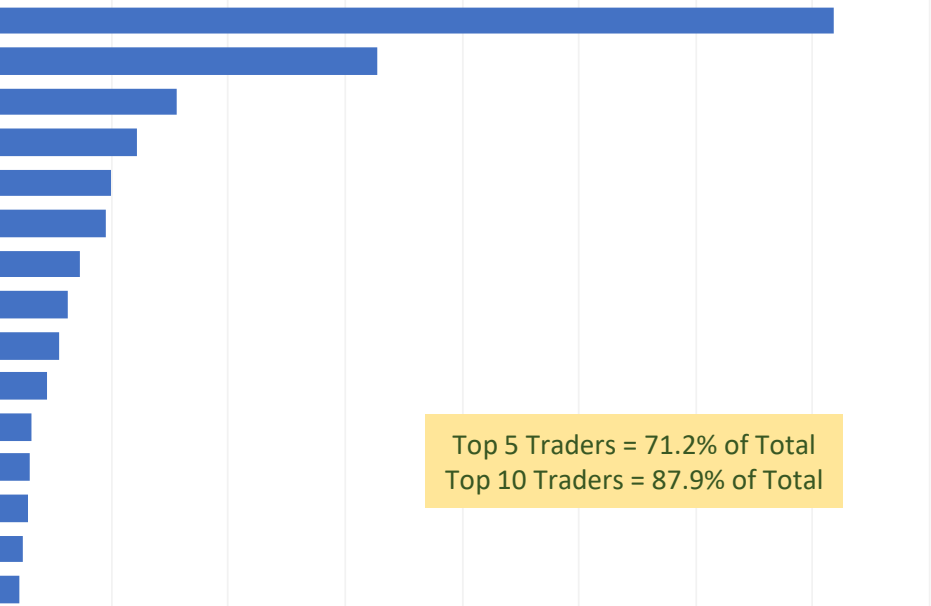
93.1% of Overall Combined Volume

4811.51.90			
Metric	Year 1	Year 2	Change
Value	R350,407,096	420,815,168	20.1% ↑
Volume	16,661,699	17,412,157	4.5% ↗
AUP	R21.03	R24.17	14.9% ↗

# Trader (Importer) Analysis

## Top 15 Traders for both Tariffs (Volume)

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Trader	Year 1 (Kg)	Year 2 (Kg)	Total (Kg)	Change		Trader's % of Overall Total Volume								
						0%	5%	10%	15%	20%	25%	30%	35%	40%
Top Trader 1	6,695,890	6,443,090	13,138,980	-3.8%		 <div>Top 5 Traders = 71.2% of Total Top 10 Traders = 87.9% of Total</div>								
Top Trader 2	3,257,270	2,746,120	6,003,390	-15.7%										
Top Trader 3	1,050,602	1,812,770	2,863,372	72.5%	■									
Top Trader 4	986,345	1,242,859	2,229,203	26.0%										
Top Trader 5	329,018	1,488,868	1,817,886	352.5%	■									
Top Trader 6	1,130,675	622,819	1,753,494	-44.9%										
Top Trader 7	494,535	851,618	1,346,153	72.2%	■									
Top Trader 8	525,676	630,872	1,156,548	20.0%										
Top Trader 9	389,695	629,592	1,019,287	61.6%	■									
Top Trader 10	502,055	333,841	835,896	-33.5%										
Top Trader 11	320,351	263,908	584,260	-17.6%										
Top Trader 12	228,537	317,100	545,637	38.8%										
Top Trader 13	310,649	204,575	515,224	-34.1%										
Top Trader 14	216,294	215,506	431,800	-0.4%										
Top Trader 15	112,895	263,892	376,786	133.8%	■									
Sub Total	16,550,488	18,067,430	34,617,918	9.2%										
% of Total	94.3%	94.8%	94.6%	0.5%										
Total (111 Traders)	17,545,550	19,067,383	36,612,933	8.7%										

Change Legend

Increase > 50% ■

Top 5 Traders = 71.2% of Total  
Top 10 Traders = 87.9% of Total
















Change Legend	
Increase > 50%	■
Decrease > 50%	●



# Trader (Importer) Analysis

## Top 15 Trader's Countries of Origin (Volume)

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Trader	Austria	Brazil	China	Finland	Germany	India	Japan	Netherlands	Poland	S. Korea	Sweden	Switzerland	Turkey	UAE	USA	Total (Kg)
																
Top Trader 1				7,290,874				2,886,890			2,961,216					13,138,980
Top Trader 2				4,106,073	16,466	451,620					118,520			150,381	1,160,331	6,003,390
Top Trader 3															2,863,372	2,863,372
Top Trader 4															2,229,203	2,229,203
Top Trader 5										190,798					1,627,088	1,817,886
Top Trader 6			672,745			184,338	330,188			467,254				98,970		1,753,494
Top Trader 7															1,346,153	1,346,153
Top Trader 8				850,039		14,477		47,666			24,549				219,817	1,156,548
Top Trader 9	58,122				756,819								204,345			1,019,287
Top Trader 10		51,157							21						784,718	835,896
Top Trader 11						584,260										584,260
Top Trader 12					120,701						424,936					545,637
Top Trader 13					309,870	148,214							57,140			515,224
Top Trader 14					403,703							28,097				431,800
Top Trader 15				250,678							21,382				104,726	376,786
Sub Total	58,122	51,157	672,745	12,497,664	1,607,559	1,382,909	330,188	2,934,556	21	658,052	3,550,603	28,097	261,485	249,351	10,335,409	34,617,918
% of Total	100.0%	100.0%	53.1%	100.0%	85.2%	85.9%	95.0%	98.5%	100.0%	99.9%	96.3%	81.8%	83.1%	100.0%	94.8%	94.6%
Grand Total	58,122	51,157	1,267,403	12,497,664	1,887,774	1,609,891	347,607	2,978,297	21	658,388	3,687,068	34,337	314,760	249,351	10,905,720	36,612,933

### Top Traders

- Top Traders are ordered by volume highest to lowest for the 2 year period.
- Trader's names are totally anonymous and there is no way of exposing their identity from the data source.

# Trader (Importer) Analysis

## Trader Activity Breakdown and Segmentation

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Breakdown by MRNs

No. MRNs / Trader		4811.51.10	4811.51.90	Total	% of Total
+150		-	3	4	3.6%
101 - 150		-	4	5	4.5%
51 - 100		-	8	6	5.4%
21 - 50		7	9	10	9.0%
3 - 20		8	34	37	33.3%
2		5	11	12	10.8%
1		10	34	37	33.3%
No. of Traders		30	103	111	
MRNs by Mode of Transport	Air	34	360	394	15.6%
	Sea	222	1,913	2,135	84.4%
Total No. of MRNs		256	2,273	2,529	

This is the count of the total number of MRNs imported by each Trader (importer) for each year.

For example for tariff 4811.51.90 3 traders had more than 150 MRNs for the 2 year period.

Breakdown by Volume (Kg)

Volume / Trader		4811.51.10	4811.51.90	Total	% of Total
+10m Kgs		-	1 (13,138,980 Kg)	1	0.9%
+5m - 10m		-	1 (5,412,186 Kg)	1	0.9%
+1m - 5m		-	7	7	6.3%
+250k - 1m		4	6	7	6.3%
+50k - 250k		4	11	12	10.8%
+1k - 50k		5	32	33	29.7%
< 1k		17	45	50	45.0%
No. of Traders		30	101	111	
MRNs by Mode of Transport	Air	5,635	53,311	58,946	0.2%
	Sea	2,533,442	34,020,544	36,553,987	99.8%
Total No. of MRNs		2,539,077	34,073,855	36,612,933	

This is the count of the total value imported by each Trader (importer) over the 2 year period.

For example for tariff 4811.51.90 only one trader imported more than 10m kgs for the 2 year period – the trader imported 13,138,980 kgs.

# Trade Route Analysis

## Countries of Origin (Volume)

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Rank	Country of Origin (C of O)	Total MRNs	4811.51.10 (Kgs)	4811.51.90 (Kgs)	Total (Kgs)	% of Total									
						0%	5%	10%	15%	20%	25%	30%	35%	40%	
1	Finland	263	665,807	11,831,856	12,497,664	34.1%	<div><div></div></div> <div>Top 5 Countries of Origin = 87.3% of Total Volume Top 10 Countries of Origin = 98.7% of Total Volume</div>								
2	USA	457	1,299,229	9,606,491	10,905,720	29.8%									
3	Sweden	189		3,687,068	3,687,068	10.1%									
4	Netherlands	182	388	2,977,910	2,978,297	8.1%									
5	Germany	704	304,538	1,583,236	1,887,774	5.2%									
6	India	208	40,548	1,569,343	1,609,891	4.4%									
7	China	124	104,385	1,163,018	1,267,403	3.5%									
8	South Korea	17		658,388	658,388	1.8%									
9	Japan	99	611	346,996	347,607	0.9%									
10	Turkey	174	65,496	249,264	314,760	0.9%									
11	UAE	2		249,351	249,351	0.7%									
12	Austria	13		58,122	58,122	0.2%									
13	Indonesia	1		57,581	57,581	0.2%									
14	Brazil	2	51,157		51,157	0.1%									
15	Switzerland	41	6,240	28,097	34,337	0.1%									
16	Czech Republic	4		3,582	3,582	0.0%									
17	UK	22	601	1,527	2,129	0.0%									
18	France	8	22	1,738	1,759	0.0%									
	Sub Total	2,510	2,539,022	34,073,568	36,612,590										
	% of Total	99.2%	100.0%	100.0%	100.0%										
	Total C of O (29)	2,529	2,539,078	34,073,855	36,612,933										

Top 5 Countries of Origin = 87.3% of Total Volume  
Top 10 Countries of Origin = 98.7% of Total Volume

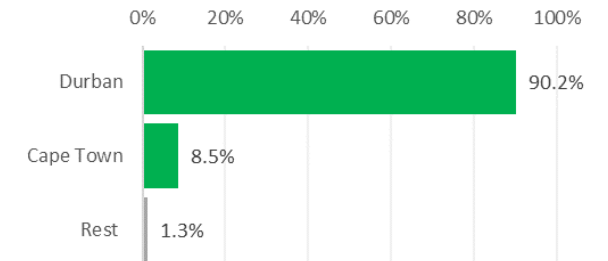
# Trade Route Analysis

## Most Popular Trade Routes (Volume)

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Rank	Country of Origin	Sea					Air				Total (Kg)
		Cape Town	Durban	Port Elizabeth	East London	Joburg	Joburg	Durban	Cape Town	PE	
1	Finland		12,235,515	250,678			6,307	5,164			12,497,664
2	USA	2,200,149	8,599,188	104,726		726	806		124		10,905,720
3	Sweden	281,180	3,384,470	21,382					36		3,687,068
4	Netherlands	15,337	2,959,258				3,369		333		2,978,297
5	Germany	403,703	1,461,870			6,687	15,514				1,887,774
6	India	19,551	1,568,084		10,298		8,670	3,288			1,609,891
7	China	129,545	1,114,129			23,387	342				1,267,403
8	South Korea	336	658,052								658,388
9	Japan		344,615			12	2,980				347,607
10	Turkey	10,744	296,663				2,599		4,754		314,760
11	UAE		249,351								249,351
12	Austria		58,122								58,122
13	Indonesia		57,581								57,581
14	Brazil	25,873	25,284								51,157
15	Switzerland	28,097		2,325						3,915	34,337
Sub Total		3,114,514	33,012,182	379,111	10,298	30,813	40,587	8,452	5,247	3,915	36,605,120
% of Total		100.0%	100.0%	100.0%	100.0%	100.0%	98.2%	100.0%	99.7%	100.0%	100.0%
Total		3,115,119	33,018,643	379,111	10,298	30,813	41,315	8,452	5,264	3,915	36,612,933
		99.8%					0.2%				

### Port of Entry Market Share






Durban Sea Port dominates imports into South Africa

# Pricing Analysis

## Top 20 Largest Single Shipments (Volume)

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Rank	Country of Origin	Port of Entry	Mode of Transport	Volume	Value	AUP
1	Finland	Durban	Sea	538,677	10,318,135	R19.15
2	Finland	Durban	Sea	411,698	7,557,172	R18.36
3	Finland	Durban	Sea	408,565	8,177,204	R20.01
4	Sweden	Durban	Sea	406,005	7,732,938	R19.05
5	Finland	Durban	Sea	380,358	6,968,630	R18.32
6	Finland	Durban	Sea	365,205	7,179,222	R19.66
7	Finland	Durban	Sea	347,757	6,984,310	R20.08
8	Sweden	Durban	Sea	346,577	6,291,861	R18.15
9	Finland	Durban	Sea	337,624	6,245,673	R18.50
10	Finland	Durban	Sea	298,742	5,744,238	R19.23
11	Finland	Durban	Sea	298,407	5,813,423	R19.48
12	USA	Durban	Sea	283,269	6,366,368	R22.47
13	USA	Durban	Sea	282,930	6,141,898	R21.71
14	Finland	Durban	Sea	273,896	5,074,026	R18.53
15	Sweden	Durban	Sea	273,242	5,201,104	R19.03
16	Sweden	Durban	Sea	273,191	5,214,699	R19.09
17	Sweden	Durban	Sea	273,070	5,015,324	R18.37
18	Finland	Durban	Sea	268,224	5,448,710	R20.31
19	USA	Durban	Sea	266,113	6,295,504	R23.66
20	Finland	Durban	Sea	252,960	4,921,257	R19.45
Total				6,586,510	128,691,696	R19.54

Country of origin		Occurrences in Top 20	AUP in Top 20
Finland		12	R19.26
Sweden		5	R18.74
USA		3	R22.61

Highest AUP in Top 20: R23.66



Lowest AUP in Top 20: R18.15



Average AUP for Top 20: R19.54

Average AUP Overall: R22.96



Most dominant trade route

# Pricing Analysis

## Average Unit Price (AUP) by Countries of Origin

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

### Ordered by Highest Volume

Rank	Country of Origin	No. of Traders	Volume	Value	AUP
1	Finland	4	12,497,664	247,718,035	R19.82
2	USA	19	10,905,720	233,564,999	R21.42
3	Sweden	7	3,687,068	78,687,888	R21.34
4	Netherlands	8	2,978,297	81,024,757	R27.21
5	Germany	31	1,887,774	75,980,547	R40.25
6	India	14	1,609,891	62,148,947	R38.60
7	China	35	1,267,403	22,309,579	R17.60
8	South Korea	3	658,388	7,222,405	R10.97
9	Japan	12	347,607	7,305,570	R21.02
10	Turkey	3	314,760	13,023,883	R41.38
11	UAE	2	249,351	3,998,091	R16.03
12	Austria	1	58,122	2,491,133	R42.86
13	Indonesia	1	57,581	1,171,662	R20.35
14	Brazil	1	51,157	436,139	R8.53
15	Switzerland	2	34,337	2,571,673	R74.90
Sub Total			36,605,120	839,655,308	R22.94
% of Total			100.0%	99.9%	
Grand Total			36,612,933	840,560,101	R22.96



### Ordered by AUP (Lowest to Highest)

Rank	Country of Origin	No. of Traders	Volume	Value	AUP
14	Brazil	1	51,157	436,139	R8.53
8	South Korea	3	658,388	7,222,405	R10.97
11	UAE	2	249,351	3,998,091	R16.03
7	China	35	1,267,403	22,309,579	R17.60
1	Finland	4	12,497,664	247,718,035	R19.82
13	Indonesia	1	57,581	1,171,662	R20.35
9	Japan	12	347,607	7,305,570	R21.02
3	Sweden	7	3,687,068	78,687,888	R21.34
2	USA	19	10,905,720	233,564,999	R21.42
4	Netherlands	8	2,978,297	81,024,757	R27.21
6	India	14	1,609,891	62,148,947	R38.60
5	Germany	31	1,887,774	75,980,547	R40.25
10	Turkey	3	314,760	13,023,883	R41.38
12	Austria	1	58,122	2,491,133	R42.86
15	Switzerland	2	34,337	2,571,673	R74.90
Sub Total			36,605,120	839,655,308	R22.94
% of Total			100.0%	99.9%	
Grand Total			36,612,933	840,560,101	R22.96

# Pricing Analysis

## Top Trader's AUP

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

Ordered by Highest Volume

Trader	Volume (Kg)	Value (R)	AUP
Trader 1	13,138,980	279,767,576	R21.29
Trader 2	6,003,390	123,134,366	R20.51
Trader 3	2,863,372	57,934,834	R20.23
Trader 4	2,229,203	46,446,850	R20.84
Trader 5	1,817,886	44,573,599	R24.52
Trader 6	1,753,494	19,853,262	R11.32
Trader 7	1,346,153	30,900,286	R22.95
Trader 8	1,156,548	23,000,015	R19.89
Trader 9	1,019,287	34,325,980	R33.68
Trader 10	835,896	12,474,686	R14.92
Trader 11	584,260	34,683,369	R59.36
Trader 12	545,637	13,021,000	R23.86
Trader 13	515,224	27,137,704	R52.67
Trader 14	431,800	14,882,245	R34.47
Trader 15	376,786	8,040,388	R21.34
<b>Sub Total</b>	<b>34,617,918</b>	<b>770,176,160</b>	<b>R22.25</b>
<b>% of Total</b>	<b>94.6%</b>	<b>91.6%</b>	
<b>Total</b>	<b>36,612,933</b>	<b>840,560,101</b>	<b>R22.96</b>



Ordered by AUP (Lowest to Highest)

Trader	Volume (Kg)	Value (R)	AUP
Trader 6	1,753,494	19,853,262	R11.32
Trader 10	835,896	12,474,686	R14.92
Trader 8	1,156,548	23,000,015	R19.89
Trader 3	2,863,372	57,934,834	R20.23
Trader 2	6,003,390	123,134,366	R20.51
Trader 4	2,229,203	46,446,850	R20.84
Trader 1	13,138,980	279,767,576	R21.29
Trader 15	376,786	8,040,388	R21.34
Trader 7	1,346,153	30,900,286	R22.95
Trader 12	545,637	13,021,000	R23.86
Trader 5	1,817,886	44,573,599	R24.52
Trader 9	1,019,287	34,325,980	R33.68
Trader 14	431,800	14,882,245	R34.47
Trader 13	515,224	27,137,704	R52.67
Trader 11	584,260	34,683,369	R59.36
<b>Sub Total</b>	<b>34,617,918</b>	<b>770,176,160</b>	<b>R22.25</b>
<b>% of Total</b>	<b>94.6%</b>	<b>91.6%</b>	
<b>Total</b>	<b>36,612,933</b>	<b>840,560,101</b>	<b>R22.96</b>

# Pricing Analysis

## AUP by Most Popular Trade Routes and Ports of Entry

Tariff Code	4811.51.10; 4811.51.90
Period	Oct 2018 to Sep 2020
Trade Type	Imports Only

### Most Popular Trade Route's AUP (ordered by Volume)

Rank	Country of Origin	Mode of Transport	Port of Entry	Value	Volume	AUP
1	Finland	Sea	Durban	242,874,126	12,235,515	R19.85
2	USA	Sea	Durban	181,966,320	8,599,188	R21.16
3	Sweden	Sea	Durban	70,455,149	3,384,470	R20.82
4	Netherlands	Sea	Durban	79,600,188	2,959,258	R26.90
5	USA	Sea	Cape Town	47,962,897	2,200,149	R21.80
6	India	Sea	Durban	60,163,962	1,568,084	R38.37
7	Germany	Sea	Durban	57,992,908	1,461,870	R39.67
8	China	Sea	Durban	17,849,107	1,114,129	R16.02
9	South Korea	Sea	Durban	7,204,369	658,052	R10.95
10	Germany	Sea	Cape Town	13,629,566	403,703	R33.76
11	Japan	Sea	Durban	6,652,048	344,615	R19.30
12	Turkey	Sea	Durban	12,099,737	296,663	R40.79
13	Sweden	Sea	Cape Town	7,828,618	281,180	R27.84
14	Finland	Sea	PE	4,671,034	250,678	R18.63
15	UAE	Sea	Durban	3,998,091	249,351	R16.03
16	China	Sea	Cape Town	3,486,198	129,545	R26.91
17	USA	Sea	PE	2,965,456	104,726	R28.32
18	Austria	Sea	Durban	2,491,133	58,122	R42.86
19	Indonesia	Sea	Durban	1,171,662	57,581	R20.35
20	India	Sea	Cape Town	960,997	19,551	R49.15
21	Netherlands	Sea	Cape Town	1,148,682	15,337	R74.90
<b>Sub Total</b>				<b>827,172,248</b>	<b>36,391,767</b>	<b>R22.73</b>
<b>% of Total</b>				<b>98.4%</b>	<b>99.4%</b>	
<b>Total</b>				<b>840,560,101</b>	<b>36,612,933</b>	<b>R22.96</b>

### AUP by Ports of Entry

Port of Entry	Mode of Transport	Value	Volume	% of Total Volume	AUP
Durban	Sea	745,401,344	33,018,643	90.2%	R22.58
Cape Town	Sea	77,096,878	3,115,119	8.5%	R24.75
Port Elizabeth	Sea	8,500,318	379,111	1.0%	R22.42
Johannesburg	Air	5,636,667	41,315	0.1%	R136.43
Johannesburg	Sea	2,295,019	30,813	0.1%	R74.48
East London	Sea	241,847	10,298	0.0%	R23.48
Durban	Air	249,928	8,452	0.0%	R29.57
Cape Town	Air	278,022	5,264	0.0%	R52.82
Port Elizabeth	Air	859,064	3,915	0.0%	R219.43
Germiston	Sea	1,014	2	0.0%	R501.98
<b>Total</b>		<b>840,560,101</b>	<b>36,612,933</b>		



**R119.15/kg**



**R22.80/kg**



# Need Even More Insight?

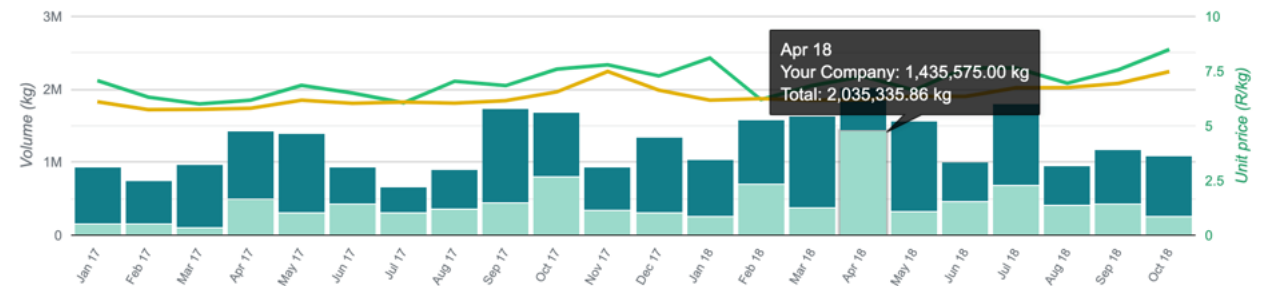
Overlay your own Trade Data

## Benchmark your trade data!

Growthhorn allows you to overlay your data so that you can see how you stack up against the competition.

Country of Origin	Value (R)	Volume (U)	AUP (R / U)
Top Importer 1	200,452,614	111,349	1,800
Top Importer 2	127,704,434	93,517	1,366
Top Importer 3	104,678,615	36,278	2,885
Top Importer 4	97,945,987	24,996	3,918
Top Importer 5	97,267,962	130,782	744
Top Importer 6	95,827,861	20,203	4,743
Top Importer 7	78,963,596	57,351	1,377
Top Importer 8	68,714,629	116,714	589

Rank (Avg. Trader / C of D)	Trader	Value	No. of Countries of Destination (C of D)	Average Value / C of D
1	Top Exporter 3	78,279,214	4	19,569,804
2	Top Exporter 4	55,066,904	3	18,355,635
3	Top Exporter 5	54,507,880	5	10,901,576
4	Top Exporter 1	175,222,198	17	10,307,188
5	Top Exporter 2	99,800,112	10	9,980,011
6	Top Exporter 13	9,907,156	1	9,907,156
7	Top Exporter 16	8,542,855	1	8,542,855
8	Top Exporter 11	11,152,021	2	5,576,011
9	Top Exporter 20	5,269,727	1	5,269,727
10	Top Exporter 9	14,456,645	4	3,614,161
11	Top Exporter 8	17,663,141	5	3,532,628
12	Top Exporter 7	22,547,789	7	3,221,113
13	Top Exporter 18	6,011,018	2	3,005,509



# Contact Details



**www.growthhorn.com**



**sales@growthhorn.com**



## Other Reporting Options Available



### Industry Analysis

- Understand trade behaviour in your industry
- Get a sense of who the dominant players are, popular trade routes and countries dealt with
- Identify trends and shifts



### Company Analysis

- Understand how competitive your trading decisions are
- Get a better feel for optimal routes, pricing and entry and exit points
- Know where you stand in the market



### Product Analysis

- Understand trade behaviour per tariff code or cluster of tariff codes
- See how these products behave and perform over time
- The impact of regulatory changes



### Trade Route Analysis

- Understand the competitiveness of each trade lane and route (down to MRN level)
- Analyse countries of origin and destination, ports of entry and exit as well as transport modes



### Country Analysis

- Understand all trade activity that South Africa shares with another country
- Get as sense of the size of the market, strength of that country as well as size of traders and routes