



Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers "Spend time *Selling* to Distributors versus *Searching* for Distributors"

Looking for New Distributors?

How about 9,000? Export Solutions' distributor database has helped 3,000 export managers in 14 years speed up the process of finding qualified distributors. Our database covers more than 9,000 distributors of supermarket and drug store type products in 96 countries. Search by country, category, brand name, or country of origin. Experts for Europe, Middle East, Latin America, and Asia with complete coverage. "Spend time selling to distributors versus searching for distributors."

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Life After Lockdown



It's a good time to be in the food and consumer goods industry. Our essential work has kept pantries stocked and spurred many people to rediscover the joys of cooking. Our retail customers achieved sales lifts exceeding 10% in 2020 and maintain high single digit increases so far in 2021. As the vaccination line creeps forward, we all face the core question of how to plan for life in the post pandemic world.

Simultaneous Lockdown, But Staggered Release

In March 2020, the world abruptly stopped based upon initial Covid impact in Wuhan and Northern Italy. Authorities varied tactics from isolation to ignorance but most of the world suffered through several waves of lockdown. The good news is that there appears to be "light at the end of the tunnel." Most Asian nations (ex India) have minimal Covid incidence. The Middle East' combination of vaccination and sunshine suggests that the worst is behind them. All adult USA citizens should be fully vaccinated by

the end of June. Europe will beat the curve, with a gradual opening in the second half of the year. Sadly, Latin America lags behind and fervently hopes for redistribution of excess vaccines from richer nations.

Home as Hub

The role of the home has changed forever. Goodbye to the daily commute and road warrior status. Most executives expect a hybrid approach with office days dedicated to team meetings, mixed with time back in the comfort of the home office. New habits of travelling the world through your kitchen and home based breakfast and lunch should continue.

E-Commerce: 20% of Sales?

E-commerce has emerged from niche to mainstream status. Winning organizations have redesigned their route to market strategies to incorporate e-commerce and digital marketing for each element of the business. E-commerce is more than Amazon.

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Life After Lockdown

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Strategies should incorporate unique requirements to service “supermarket click and collect,” TMall, Ocado style, and other platforms. For exporters, it is worthwhile to consider an e-commerce channel only launch, particularly in Asia.

Meal Solutions vs. Brand Solutions

Brands need to think about their role “on the plate.” Adventurous cooks are looking for recipes with complete meal solutions. Companies should extend their efforts to co-promote and join efforts with adjacent brands. Digital partnerships are cost effective and easy to replicate.

Celebrate

People are preparing to party. There is pent up demand to socialize and see friends you’ve missed. It will be acceptable to meet in large groups to celebrate birthdays, holidays and survival. There is hope that 2022 will usher in a long overdue period of jubilation and relief. Companies need to think creatively to share in the joy of freedom of movement. Special packs, vacation incentives, and display point of sale materials can help your brand join the celebration.

Distributors: Searching for New Brands

Business has been very good for the leading distributors of food and household products. Strategic distributors have used quarantine time to evaluate their product portfolios and look for new opportunities. There is a high level of interest with distributors to fill gaps

within their specialization and expand into health and wellness categories. As always, distributors are looking for differentiated brands willing to commit to mandatory investments in consumer marketing and trade promotion.

Vietnam, Taiwan, Japan

Vietnam was the top performing economy in Asia in 2020, actually registering growth. Estimates suggest a robust 9% increase in GDP in this country now approaching 100 million people. The long term outlook is outstanding, as companies shift products from China to Vietnam to as a lower cost production location and avoid the China-USA trade war. Taiwan achieved excellent results battling Covid, with around 1,000 total cases in a relatively affluent population of 24 million. Japan appears attractive for exporters due to the emergence of the gourmet channel featuring 10 chains with more than 1,000 outlets featuring wide selections of international brands.

Middle East Rebound

The price of oil has doubled in the last twelve months. Good news for oil rich nations such as Saudi Arabia, Kuwait, UAE, and Qatar. These countries were proactive and obtained vaccines early. Saudi Arabia is always the big prize with a population of 35 million, bigger than the other GCC countries combined. Another plus is the favorable regional tourist outlook with the Expo in Dubai and World Cup in Qatar in 2022.

2021 Top 10

1. Vietnam
2. USA
3. China
4. Taiwan
5. Saudi Arabia
6. Israel
7. Japan
8. UAE
9. Qatar
10. South Korea

USA Today

A new spirit of optimism exists in the USA, as 3 million people per day receive vaccinations. The grocery business remains healthy, with retailers enjoying sales lifts of +10% versus year ago. Our USA retailer database tracks 368 retailers, all looking for new items to differentiate themselves versus channel leaders. Shelf space is awarded to companies willing to play the USA game of “hi-lo” promotions and investments in brand activation.

Export Solutions Can Help

Our distributor database covers 96 countries and more than 9,000 distributors and 2,600 retailers. The current environment provides a unique window where its easier to contact distributors regarding new business opportunities. Export Solutions has launched several new programs such as Export Passport which allows us to supply distributor search help via Zoom/Teams meetings.

Talk to an Expert

- International Strategy Road Map
- Fix Problem Markets
- Entry Plans
- Find Distributors in 96 Countries
- Export Workshops
- Motivational Meeting Speaker



Export Solutions
Distributor Identification Experts

Contact Greg Seminara at greg@exportsolutions.com to discuss your business development project.

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