



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 brand owners 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 regional coverage. “Spend time *selling* to distributors versus *searching* for distributors.”

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What Distributors Want to Know

Where to Play, How to Win 2022



How do you forecast for 2022?

Most companies approach cautiously, anxious to accelerate international expansion, but hesitant to over commit until it’s safe. Fortunately, it’s a good time to be in the food and consumer goods industry. Our retail customers captured sales lifts averaging +10% versus 2019. As the vaccination line creeps forward, we all face the core question of where to play and how to win in 2022.

Green = Gold

Retailers looking to refresh their assortment seek brands that demonstrate credible environmental benefits. Aligning with your customers’ ESG (Environmental, Social, and Governance) platform is good for the planet and positive for your business prospects. A key initiative is to translate your company’s strong commitment to ESG in your home country to your global partners.

Digital Marketer: #1 Hire

Social media is an effective and efficient way to market to overseas consumers.

Influencers, Facebook marketing, and YouTube videos are now standard tactics. Exporters’ top hires should boost your international digital marketing team. Distributors need help with proven strategies and content to execute locally. Distributors must also join the digital party, hiring young people to lead their efforts.

Hot Countries

1. USA
2. Saudi Arabia
3. China
4. Poland
5. Mexico
6. Japan
7. Vietnam
8. South Korea
9. Philippines
10. Qatar

Where to Play, How to Win 2022

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No Copy/Paste: Trade Promotion

Exporters repeat the same boring “price off” trade promotions year after year. The world has changed, with supermarket chains looking for creative special offers tailored to their customers, not the general market. Try something new!

USA: Bigger than BRICs

Most international brands claim sales to USA, but market share is always tiny compared to potential. USA is wide open to world food. Our retailer database tracks 370 USA customers, all looking for unique new food items. The path forward requires that brands play by USA rules with brokers, slotting fees, and promotion discounts, supported by a country manager. Don’t forget Canada – an attractive country with 38 million people.

Middle East is Hot

The price of oil surged in the last twelve months and could move higher with a post pandemic recovery – 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. Regional tourism outlook is favorable with Expo Dubai and World Cup in Qatar in 2022.

Meet the VIPs

Vietnam, Indonesia, and the Philippines contain 500 million people. Vietnam is a top performer, as companies shift production from China to a lower-cost production location and avoid the China-USA trade war. The Philippines maintains strong ties to the USA. Japan appears attractive for exporters due to the emergence of a gourmet channel featuring 10 chains with more than 1,000 outlets featuring wide selections of international brands.

Tackle a Tough Country

The time has come for some ambitious companies to tackle either Mexico or Poland. Both countries offer exceptional potential for those willing to invest in developing a brand the “Right Way.” This includes consumer research, significant marketing, and local oversight.

Big Wins: Small Markets

Consider Qatar, Ireland, Panama, and Israel. Small countries import a higher percentage of their food and most use

distributors. This creates a level playing field for retail pricing competitiveness. Export Solutions’ database tracks an average of 84 distributors per country.

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. 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 “first” launch, particularly in Asia.

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 it’s easier to contact distributors regarding new business opportunities. Export Solutions has launched several new programs which allows us to supply distributor search services via Zoom/Teams meetings.

2022 Winning Strategies

Geographic	Accelerate USA Development for Overseas Brands
	Saudi Arabia
	Mexico or Poland
	Vietnam, Indonesia, Philippines (VIPs)
Sales Execution	E-Commerce KPIs
	Listing Maps – Every Country
	In-store Visibility Guidelines. What is a Good Store (vs Bad Store)?
Team	Upgrade Underperforming Distributors
	Hire Digital Marketing Manager
	USA Country Manager (Overseas Brands)