

Global trade data and insights: How does your business compare?

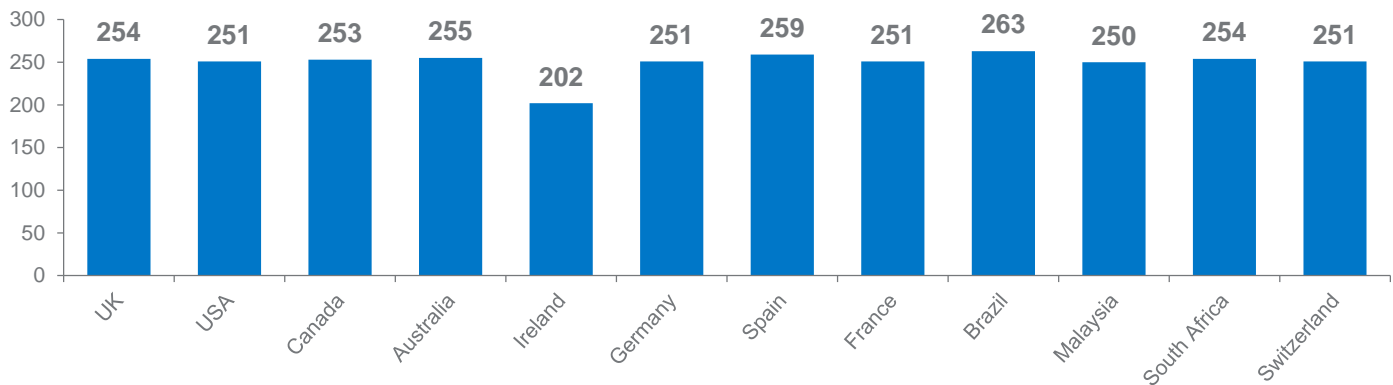


Sage partnered with YouGov to conduct a global survey to gather insights into business activities and projections in the area of trade, as part of its “Powering the Nation” research. Highlights from the research presented here can serve as a benchmark for customers to see how they stack up against regional peers.

Participants from 12 international markets

The markets represented include the UK, USA, Canada, Australia, Republic of Ireland, Germany, Spain, France, Brazil, Malaysia, South Africa and Switzerland; with approximately 200-250 respondents in each.

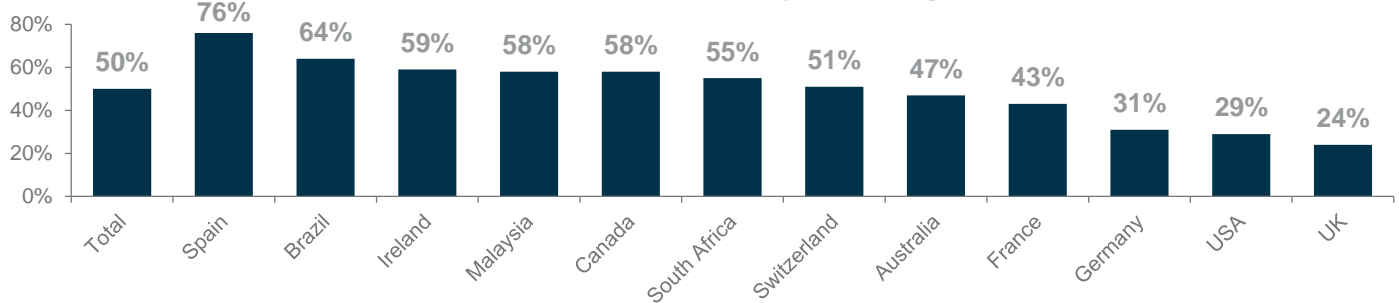
Number of total respondents



Current exports

On average, half of all businesses surveyed currently export goods.

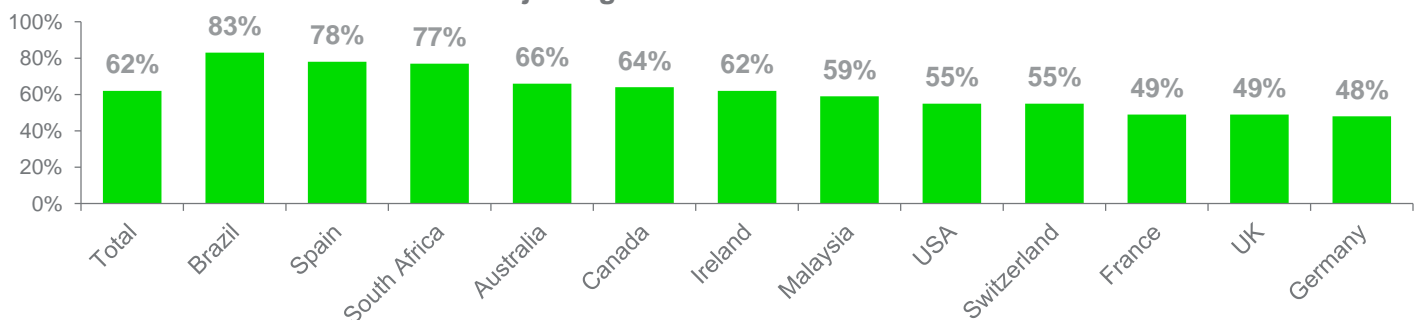
Businesses currently exporting



Future trade projections

Three in five businesses expect the amount of trade that they carry out will increase in the next 12 months.

Projecting future trade will increase



Methodology: Sponsored by Sage and in partnership with YouGov, the “Powering the Nation” research survey was conducted in 12 international markets from March 19 – April 5, 2019. The respondents were surveyed from a representative sample of 2,994 business decision-makers split evenly between small (6-49 employees), medium (50-249 employees) and large (250+ employees). The markets included United Kingdom, United States, Canada, Australia, Republic of Ireland, Germany, Spain, France, Brazil, Malaysia, South Africa and Switzerland; with approximately 200-250 respondents in each market.

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Top 3 export regions by country

The USA showed up in the top 3 regions to export to for 10 out of the twelve countries surveyed; Western Europe showed up in the top 3 for 7 countries; and, China for 6 countries.

	UK	USA	Canada	Australia	Ireland	Germany	Spain	France	Brazil	Malaysia	S. Africa	Switzerland
#1	Western Europe (62%)	Canada/Mexico (39%)	USA (76%)	China (45%)	W. Europe (44%)	E. Europe (53%)	W. Europe (48%)	W. Europe (48%)	USA (59%)	SE Asia (excl. China & S. Korea) (44%)	Africa & Middle East (55%)	W. Europe (41%)
#2	USA (54%)	China (31%)	China (33%)	USA (42%)	E. Europe (32%)	USA/W. Europe (51% tie)	USA (44%)	USA (38%)	S. America (36%)	China (43%)	USA (37%)	USA (40% tie)
#3	Australia (47%)	India/Australia/S. America (28% tie)	W. Europe (25%)	E. Europe (28%)	USA (29%)	C. Europe (46%)	C. Europe (37%)	E. Europe (29%)	China (35%)	Australia (33%)	China (31%)	C. Europe (38%)

Top 3 import regions by country

The USA and China showed up in the top 3 regions to import from for all countries surveyed (excluding their own); Western Europe showed up in the top 3 for 6 countries; and, Japan for 4 countries.

	UK	USA	Canada	Australia	Ireland	Germany	Spain	France	Brazil	Malaysia	S. Africa	Switzerland
#1	Western Europe (62%)	China (49%)	USA (66%)	China (45%)	W. Europe (41%)	W. Europe (40%)	USA (41%)	USA (35%)	USA (66%)	China (60%)	China (56%)	W. Europe (32%)
#2	USA (39%)	Canada/Mexico (30%)	China (41%)	USA (40%)	USA/China (37% tie)	USA (39%)	W. Europe (40%)	W. Europe (33%)	China (57%)	USA (38%)	USA (52%)	USA/China (29% tie)
#3	China (35%)	Japan (29%)	Japan (20%)	Japan (27%)	E. Europe (23%)	China (34%)	China (36%)	China (32%)	S. America (30%)	Japan (37%)	India/Africa & Middle East (25% tie)	C. Europe (25%)

Current trade tools in use by businesses

E-commerce is the most commonly used tool to facilitate international trade today, followed by a tie between cloud-based tools and mobile payments.

	Total	UK	USA	Canada	Australia	Ireland	Germany	Spain	France	Brazil	Malaysia	S. Africa	Switzerland
#1 E-Commerce	37%	23%	22%	41%	29%	34%	19%	58%	27%	54%	48%	49%	35%
#2 Cloud-based tools	33%	23%	20%	42%	35%	34%	22%	42%	33%	50%	34%	44%	13%
#3 Mobile payments	33%	14%	22%	38%	34%	32%	27%	42%	21%	35%	38%	58%	32%

Trade technologies projected for the future

There is considerable consensus among the countries surveyed that the top three technologies for future trade are: smart technology, mobile technology and superfast broadband.

	Total	UK	USA	Canada	Australia	Ireland	Germany	Spain	France	Brazil	Malaysia	S. Africa	Switzerland
#1 Smart technology	38%	26%	26%	43%	33%	36%	25%	45%	30%	49%	47%	62%	29%
#2 Mobile technology	36%	31%	23%	34%	30%	34%	34%	45%	27%	46%	46%	48%	36%
#3 Superfast broadband	33%	39%	23%	28%	30%	35%	33%	33%	32%	44%	35%	39%	28%

We hope you have found these insights informative and even helpful in comparing the activities and preparedness of your own business versus others in your region. If you would like access to more information on trade, please visit [Sage.com/uk/trade](https://www.sage.com/uk/trade).