Intelligence Reports: Overview & Sample Output

SAUDI EXPORTS
Saudi Export Development Authority

Contents and aim

Our reports provide detailed market intelligence to help you **select the right market for your products**

- Country overview
- Industry overview and demand forecasting
- Sales and marketing overview
- Competitor analysis
- Import procedures and supply chain analysis
- Potential buyers
- Recommendations

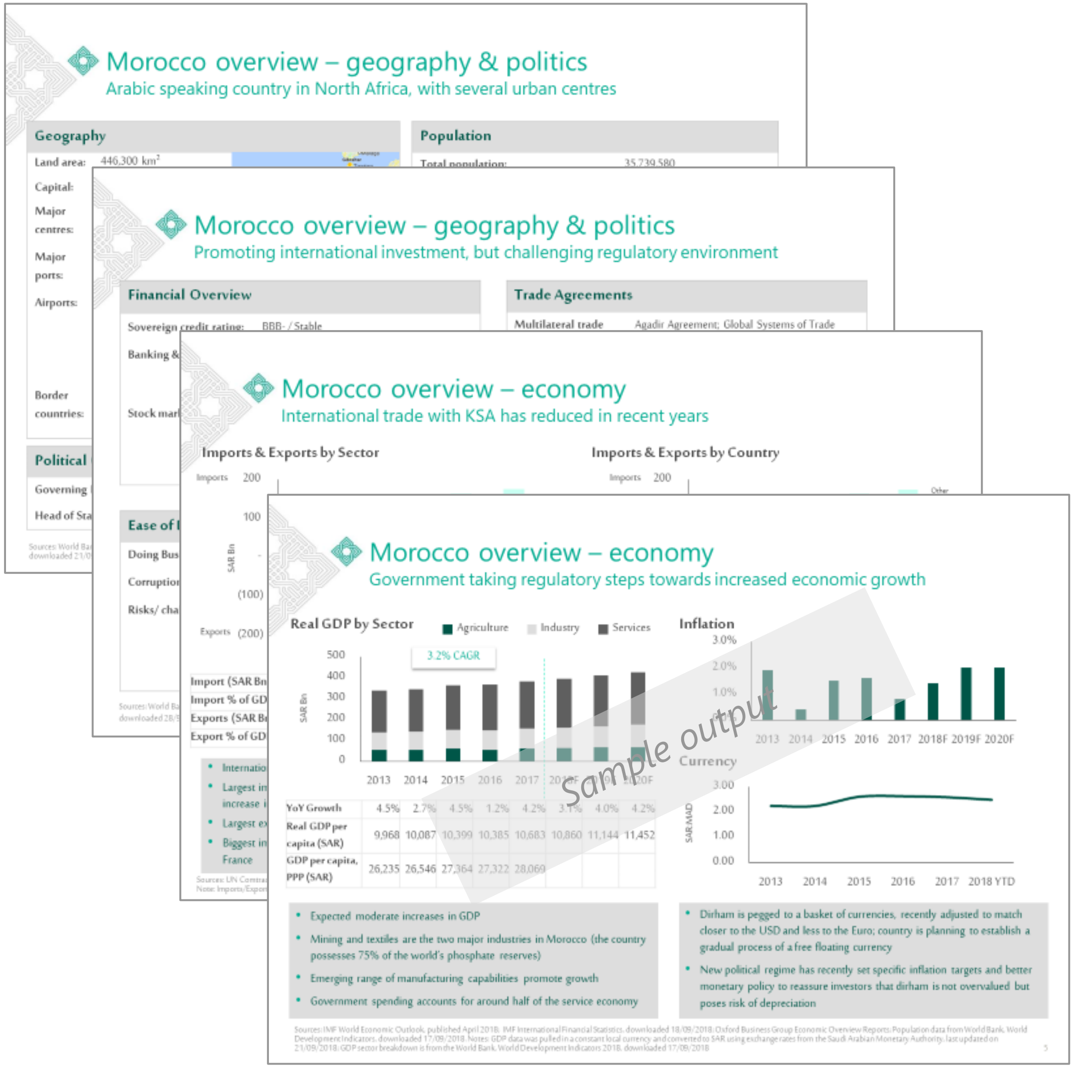
Become aware of existing market structure, issues and opportunities.

Take informed sales decisions within a strategic context.

Country overview

Appreciate the broader macro economic, business and political context

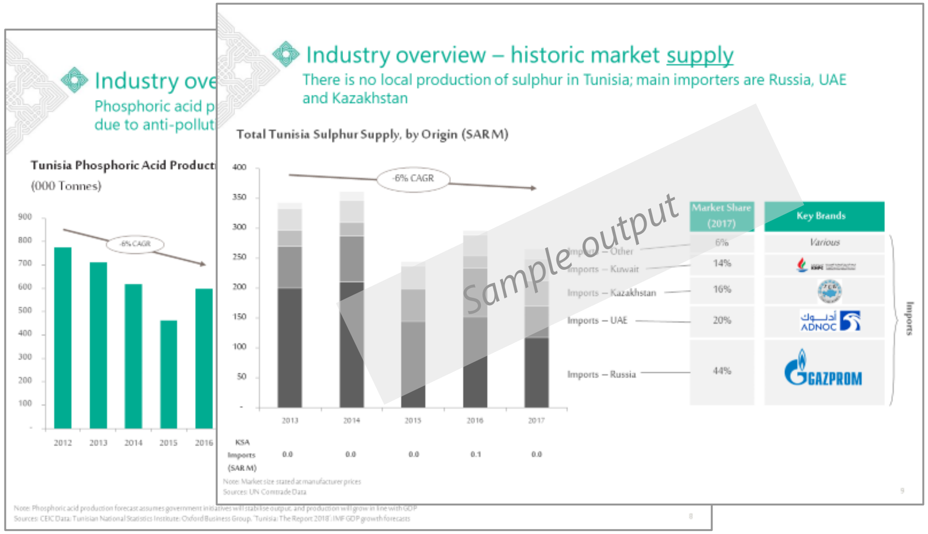
- Geography and politics
- Financial overview
- Trade agreements
- Ease of doing business
- Imports and exports by sector and country
- GDP growth
- Inflation
- Currency

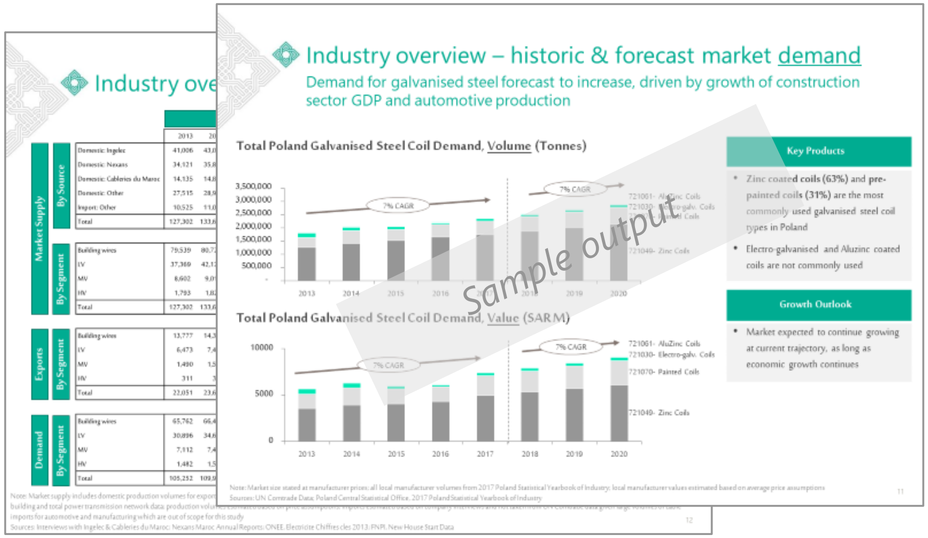


Industry overview and demand forecasting

Evaluate market supply, demand, and growth, by segment where applicable

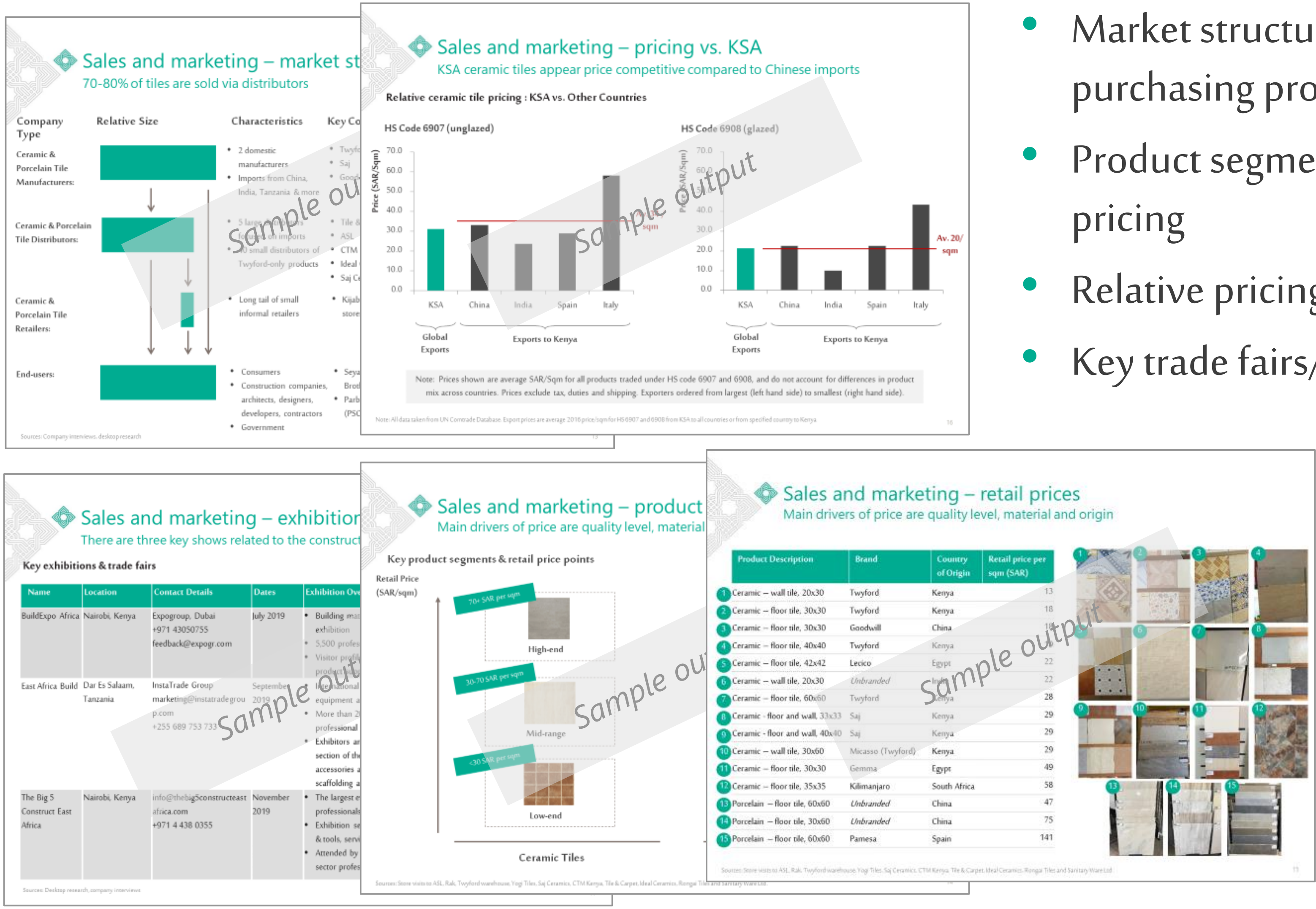
- Overview of market drivers
- Market supply by producer (domestic and imports) with profiles of domestic producers
- Market demand by product segment (if applicable) with historic and forecast volume and value
- Emerging trends





Sales and marketing overview

Understand how the market works and compare product price points

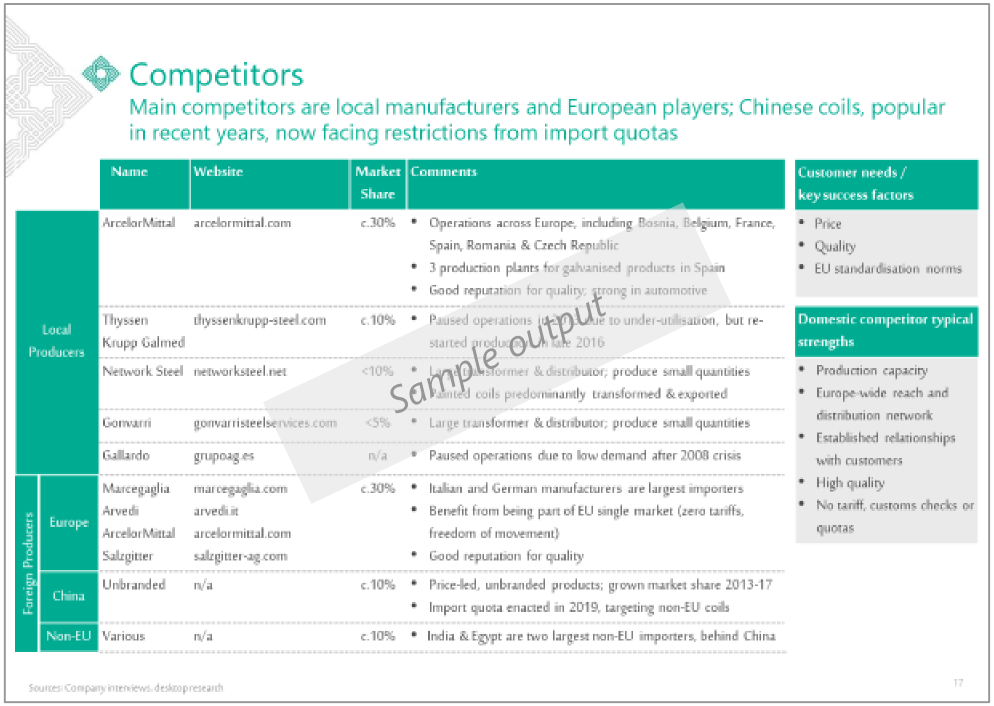


- Market structure and purchasing process
- Product segmentation and pricing
- Relative pricing of imports
- Key trade fairs/ exhibitions

Competitor analysis

Learn who the key manufacturers are, and what customer needs are

- Overview of manufacturing landscape with estimated market shares and insights by producer or country
- Customer needs/ key success factors
- Domestic competitor typical strengths



Competitors

Main competitors are local manufacturers and European players; Chinese coils, popular in recent years, now facing restrictions from import quotas

		Name	Website	Market Share	Comments
Local Producers		ArcelorMittal	arcelormittal.com	c.30%	• Operations across Europe, including Bosnia, Belgium, France, Spain, Romania & Czech Republic • 3 production plants for galvanised products in Spain • Good reputation for quality; strong in automotive
Local Producers		Thyssen Krupp Galmed	thyssenkrupp-steel.com	c.10%	• Paused operations in 2013 due to under-utilisation, but re-started production in late 2016
Local Producers		Network Steel	networksteel.net	<10%	• Large transformer & distributor; produce small quantities • Painted coils predominantly transformed & exported
Local Producers		Gonvarri	gonvarristeelservices.com	<5%	• Large transformer & distributor; produce small quantities
Local Producers		Gallardo	grupoag.es	n/a	• Paused operations due to low demand after 2008 crisis
Foreign Producers	Europe	Marcegaglia Arvedi ArcelorMittal Salzgitter	marcegaglia.com arvedi.it arcelormittal.com salzgitter-ag.com	c.30%	• Italian and German manufacturers are largest importers • Benefit from being part of EU single market (zero tariffs, freedom of movement) • Good reputation for quality
Foreign Producers	China	Unbranded	n/a	c.10%	• Price-led, unbranded products; grown market share 2013-17 • Import quota enacted in 2019, targeting non-EU coils
Foreign Producers	Non-EU	Various	n/a	c.10%	• India & Egypt are two largest non-EU importers, behind China

Customer needs / key success factors

- Price
- Quality
- EU standardisation norms

Domestic competitor typical strengths

- Production capacity
- Europe-wide reach and distribution network
- Established relationships with customers
- High quality
- No tariff, customs checks or quotas

Sources: Company interviews, desktop research

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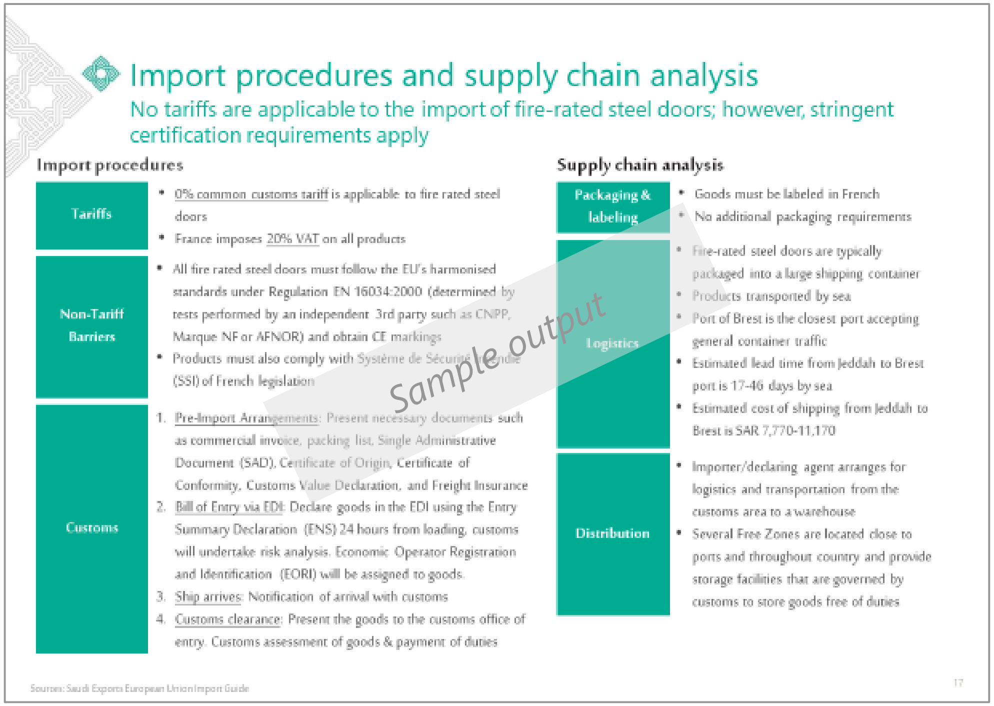
Import procedures and supply chain analysis

Determine key market access factors and restrictions in getting product to market

- Trade barriers in the country, including non-tariff barriers
- Applied tariffs for the product in the country
- Documents required, e.g. licenses and/or certifications
- Packaging and labelling requirements
- Lead time
- Customs processes
- Logistics and distribution considerations



Potential buyers

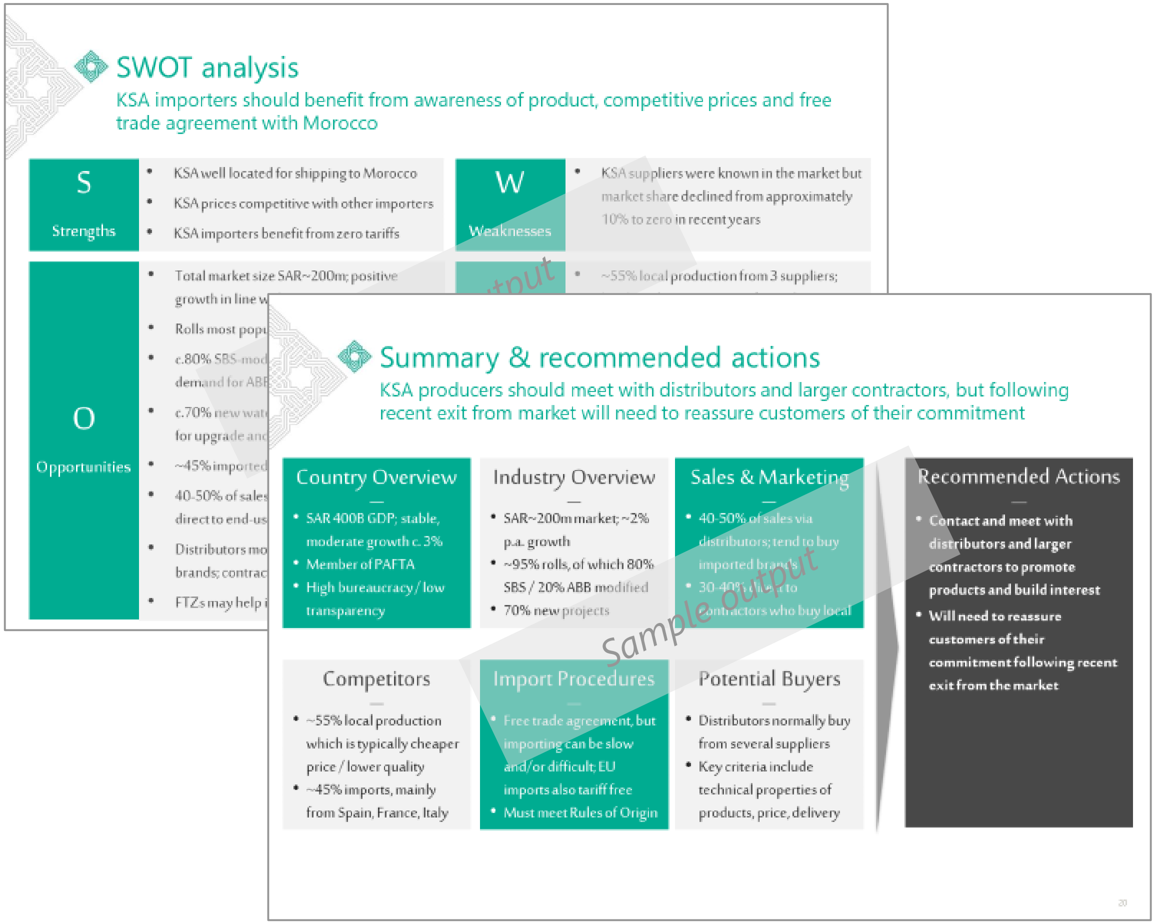
Target the main buyers in the market buying imported products

- Company overview
- Organisation and financials
- Products/ services offered, including key brands and price segments
- Sales overview, with main customer types
- Purchasing/ sourcing overview including key buying factors/ considerations
- Buyer contact details
- Insights for KSA suppliers

Recommendations

Review a high level market summary with SWOT and recommended actions

- SWOT analysis
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Summary and recommended actions
  - Prioritised actions for market entry



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