

International Trade Centre

UNCTAD / WTO



Product Map

Business Information for Going Global

Product Map consists of 72 web-based portals, each focusing on a particular industry and presenting extensive international trade data and market analysis tools specifically designed for organizations active in international trade.

Product Map gathers information for more effective international market research and business development on 72 industries ranging from agriculture machinery to cut flowers and wood products. Overall, 5,300 products (HS 6-digit) traded by over 180 countries are referenced in the Product Map website on www.p-maps.org.

Each Product Map presents:

1. Market positioning tools that focus on the quantitative analysis of international trade for the sector covered by the Product Map in question. Three tools (Trade Data, the Product Performance Index and Product Champions) provide extensive information to compare national macro-economic performance by country, to analyse exports and imports and to identify the products with strong international demand and supply capacity in emerging economies.

2. Networking tools that identify potential business partners and give exposure to potential new clients. The Storefront facilities enable subscribers to set up their own website to communicate information and a company profile or business proposals. The Business Contacts facility provides links to trade support institutions, on-line market places and trade directories, as well as companies ranging from exporters to importers and wholesalers.

3. Market intelligence tools that provide information and intelligence sources designed to help exporters and trade support institutions look deeper into international market trends and design better international marketing strategies. Full-text published Market Studies are available, as well as "Smart Links" to the web sites of [Market News Service \(MNS\)](#) and other "Price News" facilities are also available for selected sectors. A Trade Enquiry service is offered where Product Map subscribers can seek assistance from ITC on many aspects of international trade.

To view the full content, please visit www.p-maps.org and select 'Sample P-Map (Footwear)'. Product Map is accessible on subscription through a password-protected website, which allows the dissemination of access to third-party users.

Product Map has been developed by the Market Analysis Section (MAS) and is managed by the Trade Information Section (TIS). MAS offers partner institutions full technical support on Product Map and a variety of training programmes on market analysis and strategy formulation using the market analysis tools.

Product Map is available in English, Portuguese and Spanish. Portals in French and Chinese are currently under development.

For further information, please contact: pmaps@intracen.org

International Trade Centre UNCTAD/WTO, Palais des Nations, Geneva 10, CH 1211 Switzerland

Tel : + 41-22-730 0413 Fax: +41-22-730 0577 Website : www.p-maps.org

Market Analysis Section (MAS)

Enhancing the transparency of global trade and market access, benchmarking export competitiveness and offering leads for business development across product and countries



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The Product Map portal covers 72 sectors, providing detailed qualitative and quantitative insights into global market trends for 5,300 products in over 180 countries and territories.



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for Going Global

Find your Product Map:
(Select a search field from the dropdown box below):

by keyword

Free trial available!

Or select an industry below for more information:

- Agricultural machinery
- Animal feed
- Art, collection, decoration and cultural goods
- Automotive components and accessories
- Beverages
- Carpets and wall covering
- Cellulose and derivatives
- Cereal products and rice
- Chemicals
- Cleansing and polishing preparations
- Clocks and watches
- Clothing and accessories
- Cocoa and cocoa products
- Coffee and coffee products
- Colourants, paints and varnishes
- Construction materials
- Cut flowers and ornamental plants
- Dairy products
- Electrical machinery and equipment
- Electronic equipment and components
- Engines and motors
- Fertilizers and plant protection products
- Fishery products
- Food ingredients
- Footwear
- Fragrances and flavours
- Fruit and vegetable juices
- Fruit and vegetables
- Furniture and components
- Glass and glass products
- Gums, resins and extracts
- Hand tools
- Hides, skins, furskins and leather
- Honey and Apicultural products
- Household and furnishing textiles
- Household utensils and appliances
- Image and sound equipment and accessories
- Industrial machinery and equipment
- Lamps, lighting and visual signaling equipment
- Leather products
- Live animals
- Machine tools
- Measuring, checking and precision instruments
- Meat and animal products
- Medical and laboratory equipment and instruments
- Medicinal plants
- Metal and metal products
- Mineral and mineral products
- Musical instruments, parts, and paraphernalia
- Nuts
- Stationery, office machines and supplies
- Oils and fats
- Optical instruments, spectacles and glasses
- Packaging materials
- Paper and printing items and components
- Perfumery, cosmetics and toiletries
- Pets, pet food and accessories
- Pharmaceuticals and Medicaments
- Photo - cinematographic film
- Plastics and plastic products
- Precious, semi-precious metals, stones and jewellery
- Rubber and rubber products
- Specialty Food Products
- Spices and culinary herbs
- Sports wear, sports and leisure goods
- Sugar, molasses and sugar confectionery
- Tea and tea products
- Telecommunications equipment
- Textile fibres, fabrics and specialty textiles
- Toys and games
- Transport equipment
- Wood and wood products

About ITC - The International Trade Centre is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for operational and enterprise-oriented aspects of international trade development. As the United Nations focal point for technical cooperation in trade promotion, ITC works with developing countries and economies in transition to set up effective trade promotion programmes to expand their exports and improve their import operations.

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