

An Analysis of Nails and Nail Guns Trade Statistics in Southeast Asia in 2017

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Notes: All amounts in tables are in thousands USD
Nail HS code is 7317
Nail Gun HS code is 820559

NAIL MARKET

* Import Segment:

The world's imported nail value is more than 2.5 billion USD, and ASEAN consumers have purchased about 4.9% of it. The imported nail amount is 121.8 million USD.

China is the biggest exporter to this region, it supplies more than 57.9% of the required nails in the ASEAN. Japan as the 2nd biggest exporter to ASEAN has 30.2% of the market share. Other countries with 11.85% market share are ranked in the 3rd place.

One of the main marketing rules says that a market with 2 main players whose market shares are respectively 50% and 30% (which also means the rest of players share 20%) is a stable market.

Based on this rule, ASEAN is a stable market for exporters.

ASEAN Countries in the Import Segment

Vietnam:

Vietnam is the biggest importer in the ASEAN region. More than 49% of the imported nails have been bought by Vietnamese companies.

Japan is the main player in the Vietnamese market and has 75% of the market share. China in the 2nd place has 15% of the market share. The total market share of other countries is 10%.

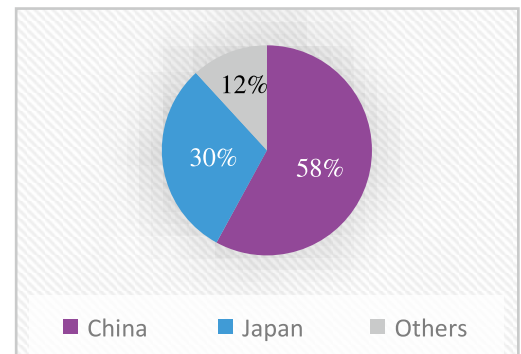
Although in the Vietnamese market, 2 players exist but based on these two players' respective market shares (Japan: 75% and China: 15%), marketing professionals say that the Vietnamese market is a monopolized market for Japanese suppliers. On the other hand, the main market for Japan in the ASEAN region is Vietnam.

Indonesia:

Indonesia is the 2nd biggest market in the ASEAN. Its total imported amount is about 19 million USD, which shares 15.6% of the whole imported nails to this region. Chinese suppliers have about 82% of this market.

Indonesia is a monopolized market for Chinese suppliers.

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in ASEAN
ASEAN	121,802	China	70,579	57.9%
		Japan	36,817	30.2%
		Others	22,805	11.8%



Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Vietnam
Vietnam	46,809	Japan	35,065	74.9%
		China	7,048	15.1%
		Others	4,696	10.0%

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Indonesia
Indonesia	18,981	China	15,526	81.8%
		Others	3,455	18.2%

Singapore:

Singapore as the 3rd biggest nail importer in the ASEAN region, has bought 13.5 million USD nails and its market share is 11.1% of the ASEAN market. China is the main exporter to the Singaporean market with 54.1% market share and Switzerland is the 2nd biggest exporter to the Singaporean market.

The Singaporean market is a stable market, but statistics show that Switzerland and other countries' market shares are very close to each other, and therefore, if Switzerland improves its market share to 30% in this country, it can fix its position in this segment.

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Singapore
Singapore	13,513	China	7,308	54.1%
		Switzerland	3,326	24.6%
		Others	2,879	21.3%

Myanmar:

Myanmar is the 4th biggest market for nail producers. It has bought 9.1% of the whole imported nails to the ASEAN region. The value of Myanmar's import is 11.1 million USD.

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Myanmar
Myanmar	11,080	China	9,388	84.7%
		Others	1,692	15.3%

Myanmar's situation is the same as the Indonesian market. It is a monopolized market for Chinese suppliers.

Other Countries:

The market share of other countries in the ASEAN region is 25.8% with the total value of 31.4 million USD.

The shares of Philippines, Thailand, Malaysia, Cambodia, Laos and Brunei are respectively 8.0%, 6.1%, 5.4%, 3.4%, 2.4% and 0.3%.

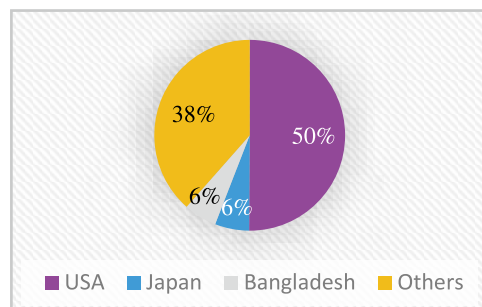
*** Export Segment:**

The world's exported nail value is more than 2.6 billion USD and ASEAN producers have exported about 4.3% of it. The exported nail amount is 111.4 million USD.

USA with 50.1% market share is the biggest market for ASEAN produced nails. Japan with 5.8% and Bangladesh with 5.6% are respectively ranked in the 2nd and 3rd places. Other countries (incl. those countries representing market shares lower than 5.0%) represent 38.5% of the market share in total.

ASEAN nail producers have found that their main market is USA, and the 2nd biggest importer of their products is Japan (with 10% of U.S. market share), which means, ASEAN suppliers did not try to make the 2nd biggest market for themselves.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in ASEAN
World	2,620,890			
ASEAN	111,438	USA	55,829	50.1%
		Japan	6,455	5.8%
		Bangladesh	6,273	5.6%
		Others	5,034	38.5%

**Malaysia:**

Malaysia is the main exporter in the ASEAN region and it has sold 40.6% of the total exported nails through ASEAN. The main buyer of Malaysia's produced nails is USA.

U.S. consumers have bought 67.2% of the exported nails through Malaysia.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Malaysia
Malaysia	45,209	USA	30,403	67.2%
		Others	14,806	32.8%

Thailand:

Thailand is the 2nd biggest exporter in this region and its exported nail amount is 32.5 million USD, equivalent to 29.2% of the total exported nails through ASEAN. USA is its main market with 68.6% market share.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Thailand
Thailand	32,521	USA	22,300	68.6%
		Others	10,221	31.4%

Singapore:

Singapore is the 3rd biggest exporter country in the ASEAN region. The main market for Singaporean nails is Bangladesh while China is the 2nd biggest market.

Statistics show that Singaporean producers did not specify a main market for their products and they sold their nails to many markets. "Focus" method can help them gain strength in specific markets and improve their export amount.

Vietnam:

Vietnam is the 4th biggest exporter in the ASEAN region and it has sold 8.4% of the total exported nails through ASEAN region. 9.4 million USD is the exported nail value through Vietnam. The right table shows that more than 60% of Vietnamese nails have been bought by other countries, some of which share lower than 10% of the market.

Malaysia is the biggest market for Vietnamese nails and it has bought 18.7% of the total Vietnamese nail export. Canada with 10.6% is the 2nd biggest market for Vietnam, and Myanmar with 10.3% is the 3rd biggest market.

The story of Vietnam is the same as that of Singapore. Neither Vietnam nor Singapore has any specified market for its nails.

Other Countries in the ASEAN Region:

The other countries like Philippines, Cambodia and etc. just sold 3.3% of the total exported nails through ASEAN region. Its amount is 3.7 million USD.

NAIL GUN MARKET

* Import Segment

200 million USD worth of nail guns have been imported to ASEAN region, representing 6.3% of the total imported nail guns in the world (3,157,828,000 USD).

China shares 36.2% of the total import to the ASEAN region, followed by Taiwan (12.3%), Japan (11.6%) and other countries (40.0%).

Although China is an unreachable leader (with 36.2% market share in ASEAN), the second place is quite competitive for Japanese and Taiwanese suppliers.

Singapore:

Singapore is the main importer in the field of nail guns and more than 32% (equivalent to 64.5 million USD) of the imported nail guns to the ASEAN region were shipped to Singapore.

China is the leader of all exporters to the Singaporean market and the 2nd place is quite competitive between USA with 14.5% market share and Taiwan with 13.0% market share.

Vietnam:

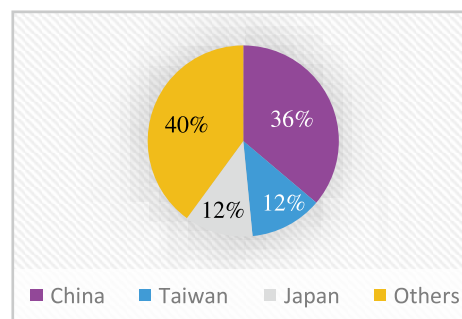
Vietnam is the 2nd biggest importer in the ASEAN region. Its market value is 34.6 million USD and it represents about 17.3% of the whole ASEAN's nail gun import.

China is the leader of all exporters to the Vietnamese market, but its position is not very strong. Japanese suppliers follow Chinese suppliers with only a 10% gap, and Japan is also positioned as the 2nd biggest exporter to Vietnam because South Korea is 6.3% lower than Japan's share in the market.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Singapore
Singapore	20,630	Bangladesh	6,273	30.4%
		China	3,058	14.8%
		Others	11,299	54.8%

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Vietnam
Vietnam	9,389	Malaysia	1,760	18.7%
		Canada	992	10.6%
		Myanmar	971	10.3%
		Others	5,666	60.3%

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in ASEAN
World	3,157,828			
ASEAN	200,081	China	72,340	36.2%
		Taiwan	24,524	12.3%
		Japan	23,247	11.6%
		Others	79,970	40.0%



Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Singapore
Singapore	64,487	China	23,607	36.6%
		USA	9,319	14.5%
		Taiwan	8,407	13.0%
		Others	23,154	35.9%

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Vietnam
Vietnam	34,636	China	11,057	31.9%
		Japan	7,521	21.7%
		S. Korea	5,318	15.4%
		Others	10,740	31.0%

Thailand:

Thailand is the 3rd biggest market in the ASEAN region, but Thailand doesn't have a strong exporter. Japan sharing 26.1% of the Thai market and China sharing 24.8% of the market are competitors to each other to get the first place. USA is the 3rd biggest exporter to Thailand with 11.6% market share.

Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in Thailand
Thailand	30,323	Japan	7,911	26.1%
		China	7,517	24.8%
		USA	3,522	11.6%
		Others	11,373	37.5%

Indonesia & Malaysia:

These two countries are ranked respectively as the 4th and 5th biggest importers in the ASEAN region. Indonesia shares more than 12.5% of the import and Malaysian shares about 12.3%. Both countries satisfy more than 50% of their needs through the import from Chinese suppliers, so China works in these two markets as a very strong supplier.

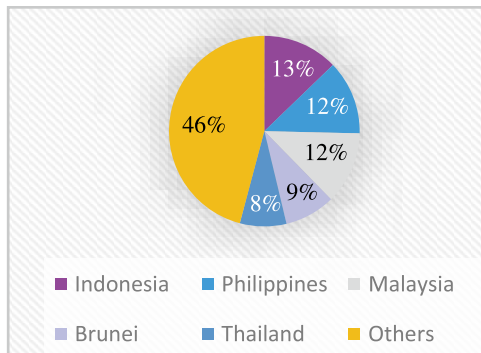
Importer	Amount (1,000 USD)	Exporter	Amount (1,000 USD)	Share in the Importer Country
Indonesia	25,129	China	13,427	53.4%
		Others	11,702	46.6%
Malaysia	24,504	China	13,712	56.0%
		Others	10,792	44.0%

Others Countries in the ASEAN:

Philippines, Cambodia, Myanmar, etc. are about 10.5% of the ASEAN imported nail gun market and the import value is 21 million USD.

Export Segment:

3.1% of the total exported nail guns in the world are supplied through ASEAN suppliers. The ASEAN countries' export value is more than 108 million USD. Statistics show that more than 50% of the exported ASEAN nail gun tools have been bought by ASEAN countries.



Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in ASEAN
World	3,541,789			
ASEAN	108,188	Indonesia	13,856	12.8%
		Philippines	13,589	12.6%
		Malaysia	13,267	12.3%
		Brunei	9,286	8.6%
		Thailand	8,568	7.9%
		Others	49,622	45.9%

Singapore:

Singapore is the main exporter of nail gun tools and it represents more than 79% of the total exported nail guns through the ASEAN region. More than 57% of the Singaporean nail gun tools market is ASEAN region.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Singapore
Singapore	85,517	Indonesia	13,172	15.4%
		Philippines	12,993	15.2%
		Malaysia	12,815	15.0%
		Brunei	9,067	10.6%
		Others	37,470	43.8%

Malaysia:

Malaysia with 12.7 million USD worth of export value is the 2nd biggest nail gun supplier in this region and it represents 11.7% of the total export in the ASEAN region. Malaysia also sold about 45% of their products in the region.

Exporter	Amount (1,000 USD)	Importer	Amount (1,000 USD)	Share in Malaysia
Malaysia	12,691	Singapore	2,334	18.4%
		Thailand	2,119	16.7%
		Papua New Guinea	1,142	9.0%
		Others	7,096	55.9%

Other Countries in the ASEAN Region:

The rest of ASEAN countries share 9% of ASEAN's total export and their export value is about 10 million USD.