

# Taranaki Export Summary: 2021

\*The 2021 Taranaki Export Map Study involved 40 local exporters

## Who are Taranaki's Exporters?



57%

Under 10 Staff

53%

Under \$1m Turnover

50%

Based in the New Plymouth District

85%

Sell products

48%

Have been negatively impacted by COVID-19

## Exports by Product Group



Food & Beverage  
37%



Manufacturing  
26%



Energy & Engineering  
11%



Professional & Retail  
6%



Construction & Trades  
6%



Digital  
6%



Agriculture & Horticulture  
5%



Education  
3%

## Transport Used Within NZ

15%



13%



9%



7%



Road 56%



## New Zealand Ports Used (%)

Auckland 47

Tauranga 43

Napier 7

Taranaki 3

Note respondents could select more than one answer for both questions

## Distribution Channels Used In Market



Wholesaler/Distributor 31%



Direct to the Customer 24%



Own website 12%



Joint Venture / Partnership 8%



Sales Agent/Representative 5%

Post / Courier 8%

Virtual / Digital 8%

Air 38%

Sea 46%

## Transport Used to Export Offshore

Note respondents could select more than one answer

## Where are they Exporting?

### Taranaki's Top 10

AUSTRALIA  
USA  
UK  
JAPAN  
HONG KONG  
GERMANY  
CHINA  
SINGAPORE  
NETHERLANDS  
UAE

### New Zealand's Top 10

CHINA  
AUSTRALIA  
USA  
JAPAN  
KOREA  
UK  
SINGAPORE  
HONG KONG  
TAIWAN  
INDONESIA

Taranaki list based on 40 survey respondents

Taranaki businesses are exporting to

53 countries

### Taranaki's Most Profitable Export Countries



Australia



USA



China

### Top 3 New Export Markets of Interest



USA



Australia



UK

## Our Exports Are Growing

60%

said their export earnings increased in last 12 months

74%

expect export revenue to increase in next 12 months

## Key Export Strategies



Develop strong relationships with agents/distributors



Offering quality customer service



Improved product / service quality



Digital Marketing



Redesigned current products / services



Introduced new sales/marketing tactics