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# **OPPORTUNITIES IN THE UNITED STATE MARKET FOR SRI LANKAN RUBBER PRODUCTS**

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Export Development Board (EDB), Sri Lanka  
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## 1. MARKET OVERVIEW

### a. Sri Lanka's position in the Global Market

#### i. Global market size and trend ( last 5 years) in US \$ Mn (Rubber Products)

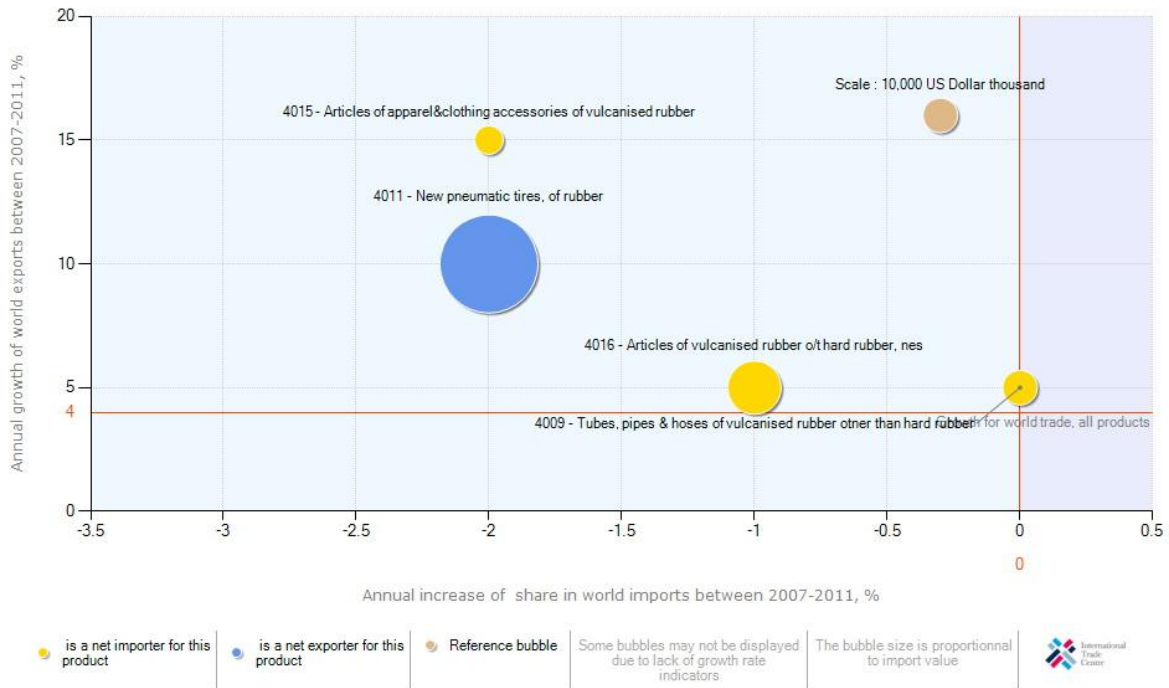
Year	2007	2008	2009	2010	2011
Value	103,967	113,561	94,436	117,342	144,706

#### ii. Main world Importers ( top 5)

(Value in US \$ '000)

Main Importers	2007	2008	2009	2010	2011
United States	16,039,201	16,534,789	13,642,501	18,016,030	21,618,482
Germany	10,232,387	10,982,652	9,007,600	10,725,393	14,392,199
France	5,391,046	6,131,442	5,016,383	5,639,411	6,801,763
Canada	4,077,429	4,252,283	4,007,020	4,526,380	5,396,899
United Kingdom	4,940,674	4,914,129	3,806,592	4,416,995	5,322,359

Growth of national demand and international supply for import products of - 2011



### iii. Main Destinations of Sri Lanka's Exports (US \$ '000)

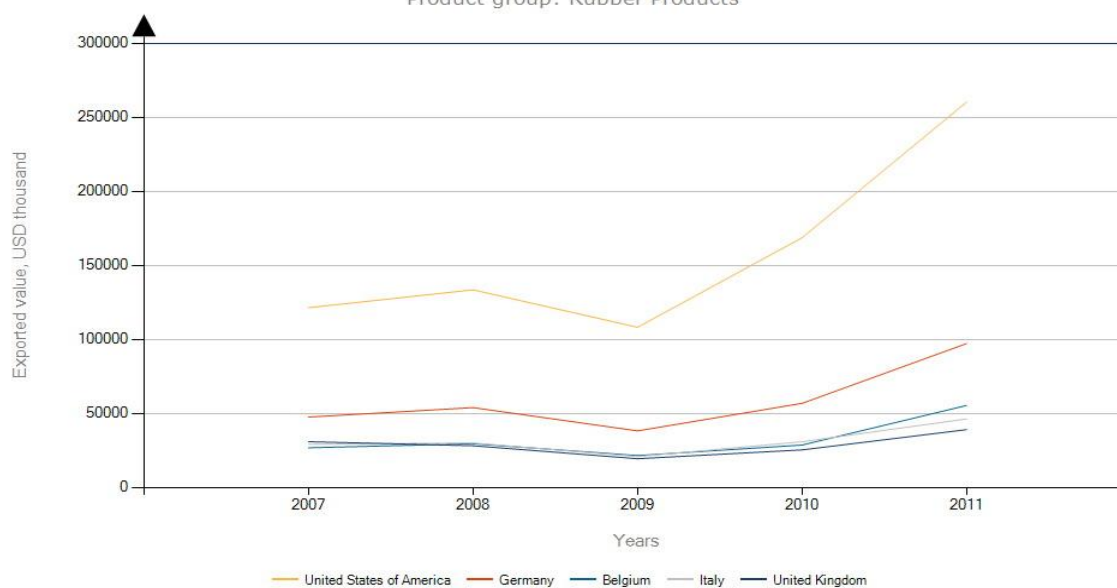
#### Sri Lanka's Exports to the world (in US \$ '000)

YEAR	2007	2008	2009	2010	2011
VALUE	479,873	536,129	381,209	559,786	860,194

### iv. Main destinations of Sri Lanka's export (in US \$'000)

Importers	2007	2008	2009	2010	2011	Growth 2010-2011 %
United States of America	121,419	133,495	108,179	168,709	260,328	54.3
Germany	47,536	53,948	38,222	56,793	97,192	71.1
Belgium	26,780	29,519	21,531	28,657	55,383	93.3
Italy	29,155	29,997	20,858	30,866	46,317	50.1
United Kingdom	30,898	28,151	19,391	25,382	39,047	53.8
Sweden	31,195	27,250	14,832	20,664	26,717	29.3

List of importing markets for a product group exported by Sri Lanka  
Product group: Rubber Products



### a. Sri Lanka's position in the US market

#### i. US market size and trend (last 5 years) –US \$'000

YEAR	2007	2008	2009	2010	2011
VALUE	121,419	133,495	108,179	168,709	260,328

#### ii. Sri Lanka's position ,export value and trend in US \$'000

##### a)

Exports from Sri Lanka to USA			US imports from world		
2009	2010	2011	2009	2010	2011
133,495	108,179	168,709	13,642,501	18,016,030	21,618,482

Sri Lanka's market share in the US market is about 1.20% in 2011, which is showing a slight increasing trend and came to 1.0% in 2010. Major part of this market share is Retreaded/solid tire and pneumatic tyres.

## **b) Exports of Rubber Products to World & U.S.A. (US \$ Mn.)**

<b>Exports /Year</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Sri Lanka's Exports of Rubber Products to world (H.S. 4006 - 4017)	479	536	381	559	860
Sri Lanka's Exports of Rubber Products to USA (H.S. 4006 – 4017)	151	147	121	177	260
Imports of Rubber Products to USA from the world (H.S. 4006 – 4017)	2,017	2,065	1,602	1,966	2,063
<b>Sri Lanka's Market Share</b>	<b>7.5%</b>	<b>7.1%</b>	<b>7.6%</b>	<b>9%</b>	<b>12.6%</b>

As seen from the table above Sri Lanka's exports of rubber products to U.S.A. have grown from US\$ 151 Mn in 2007 to US\$ 260 in 2011 and the market share in USA has also increased from 7.5% to 12.6% during the same period. Sri Lanka accounts for 20% of the world solid tyre Market.

Sri Lanka is the 14<sup>th</sup> leading supplier of rubber products to USA. The other major suppliers to the USA market are China, Canada, Japan, Republic of Korea, Thailand, Mexico, Malaysia, Germany, Indonesia & Brazil accounting for 75% of the market.

## **2. TRENDS IN THE USA MARKET FOR RUBBER PRODUCTS**

- a) Distribution (Through importers. Agents, wholesalers)
- b) Quality Products
- c) New Technology

## **3. SOURCE**

Trade Map- [www.trademap.org](http://www.trademap.org)

EDB/Custom Statistics

CBI - [www.cbi.nl](http://www.cbi.nl)

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