

On the demand side, exporters and strategic planners focusing on soap and organic surface-active products used and soap for personal use in Hong Kong face a number of questions. Which countries are supplying soap and organic surface-active products used and soap for personal use to Hong Kong? How important is Hong Kong compared to others in terms of the entire global and regional market? How much do the imports of soap and organic surface-active products used and soap for personal use vary from one country of origin to another in Hong Kong? On the supply side, Hong Kong also exports soap and organic surface-active products used and soap for personal use. Which countries receive the most exports from Hong Kong? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers? This report was created for strategic planners, international marketing executives and import/export managers who are concerned with the market for soap and organic surface-active products used and soap for personal use in Hong Kong. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for soap and organic surface-active products used and soap for personal use for those countries serving Hong Kong via exports, or supplying from Hong Kong via imports. It does so for the current year based on a variety of key historical indicators and econometric models. In what follows, Chapter 2 begins by summarizing where Hong Kong fits into the world market for imported and exported soap and organic surface-active products used and soap for personal use. The total level of imports and exports on a worldwide basis, and those for Hong Kong in particular, is estimated using a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the share that Hong Kong is likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize Hong Kong compared to other major country markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information sources for strategic planning purposes.

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