

SERVICIOS AL **EXPORTADOR**

DEPARTAMENTO DE
INTELIGENCIA DE MERCADOS

Trade Opportunities

United States



Table of Contents

- 1. Background Data 3
- 2. Macroeconomic Indicators 3
- 3. Exports Peru - United States (FOB US\$ million) 3
- 4. Preferences Obtained in Trade Agreements 3
- 5. Trade Opportunities..... 3
- 6. Consumer Trends..... 6
- 7. OCEX 6

United States

1. Background Data

Official Name	United States of America
Capital	Washington D.C.
Language	English
Currency	United States Dollar
Population (2016)	321 million

Source: World FactBook. Prepared by: Promperú.

2. Macroeconomic Indicators

Year	2014	2015	2016*
GDP Growth (%)	2.4%	2.4%	2.4%
Per Capita GDP (US\$)	54,360	55,805	57,220
Inflation Rate (%)	1.6%	0.1%	0.8%

Source: IMF. Prepared by: Promperú. Note: *Projected

3. Exports Peru - United States (FOB US\$ million)

Sector	2011	2012	2013	2014	2015	Var. % 15/14	TCP % 15/11
Traditional	3,683	3,712	5,066	3,292	1,992	-39,5	-14.2
Nontraditional	2,343	2,619	2,708	2,880	3,003	4.3	6.4
Total	6,025	6,331	7,774	6,172	4,995	-19.1	-4.6

Source: SUNAT. Prepared by: Promperú.

4. Preferences Obtained in Trade Agreements

- Trade Promotion Agreement Peru - United States (Effective): Under the Free Trade Agreement, in force since February 1, 2009, the United States offers a total tax exemption -over a period of 0 to 17 years- of 99.5% of its tariff lines. The US tariff relief offer includes 100% of US imports of non-textile industrial goods from Peru, which were liberated as of the implementation of the agreement. In addition, with the FTA, the tariff-free entry for all of our agricultural exports was achieved. For more information on the Trade Promotion Agreement Peru - US see: [FTA Peru - USA](#)

- Trans-Pacific Partnership Agreement (TPP) (About to become effective): Peru and the United States are signatory parties to the Trans-Pacific Partnership Agreement (TPP), which will allow preferential relations between twelve economies of the Pacific Rim. For more information about the tariff reduction applied by the United States to products originating in TPP members see: [List of products for export to the USA](#)

5. Trade Opportunities¹

¹Through ECLAC (Economic Commission for Latin America) methodology, it has been possible to identify opportunities for products classified into two main groups: "Star" and "Promising". The "Star" products are those that have shown strong dynamism in their respective sales volumes during the last five years and have a significant share of total imports. In other words, they are the products that have the greatest potential for success in the destination market today. On the other hand, the "Promising" products are those whose imports are growing at above-average rates but do not yet have a significant share of the total sales volume. These products are the ones with the best prospects for success in the future should the trend continue, and could be exploited by domestic exporters.

Foods						
RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Supplier
1	'030617	Shrimp and prawns, frozen	Star	4,282	0%	India - 29% Indonesia- 21%
2	'080440	Avocado, fresh	Star	1,703	0%	Mexico - 93% Peru - 6%
3	'080610	Grapes, fresh	Star	1,527	0%	Chile - 62% Mexico - 22%
4	'081040	Blueberries, Fresh	Star	797	0%	Chile - 40% Canada - 21%
5	'070920	Asparagus, fresh or cooled	Star	661	0%	Peru - 57% Mexico - 42%
6	'080450	Mango, fresh	Star	544	0%	Mexico - 50% Peru - 12%
7	'200599	Vegetables (artichoke/piquillo pepper), prepared or preserved	Star	488	0%	Peru - 30% China - 15%
8	'070310	Onions, fresh or cooled	Star	440	0%	Mexico - 73% Peru - 14%
9	'080550	Lemons and limes, fresh	Star	410	0%	Mexico - 83% Chile - 12%
10	'030729	Scallops, frozen, salted or in brine	Promising	281	0%	Japan - 43% China - 28%

Source: Trademap. Prepared by: Promperú.

Clothing and Decorations						
RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Supplier
1	'611030	Synthetic or artificial fiber sweaters, pullovers, cardigans and similar	Star	6,069	0%	China - 31% Vietnam - 15%
2	'610463	Knitted synthetic or artificial fiber pants and shorts	Star	1,464	0%	Vietnam - 24% China - 20%
3	'610443	Knitted synthetic fiber dresses, for women and girls	Star	1,412	0%	China - 48% Vietnam - 20%
4	'610520	Knitted synthetic or artificial fiber shirts, for men or boys	Star	920	0%	Vietnam - 29% China - 14%
5	'611241	Knitted synthetic or artificial fiber swimwear, one or two-piece, for women	Star	903	0%	China - 49% Indonesia -12%

6	'611430	Knitted synthetic or artificial fiber garments, other	Promising	782	0%	China - 50% Vietnam - 10%
7	'610832	Knitted synthetic or artificial fiber nightgowns and pajamas	Promising	604	0%	China - 65% Cambodia - 17%
8	'620331	Woolen or fine hair jackets, for men and boys	Promising	445	0%	Italy - 19% China - 16%
9	'610620	Knitted synthetic or artificial fiber shirts, blouses, and shirt-blouses	Promising	452	0%	Vietnam - 24% China - 23%
10	'570110	Knotted wool or fine hair carpets	Promising	293	0%	India - 52% Pakistan - 22%

Source: Trademap. Prepared by: Promperú.

Miscellaneous Manufactured Articles						
RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Supplier
1	'848180	Faucets and similar fixtures	Star	8,292	0%	China - 27% Mexico - 18%
2	'392690	Plastic manufactures, other	Star	6,552	0%	China - 39% Mexico - 16%
3	'732690	Manufactures of iron or steel, other	Star	3,686	0%	China - 36% Mexico - 14%
4	'392410	Plastic dishes and other tableware items	Star	2,896	0%	China - 79% Mexico - 4%
5	'392321	Ethylene polymer sacks, bags and cones	Star	2,300	0%	China - 38% Canada - 19%
6	'330499	Preparations for makeup, other	Star	2,226	0%	France - 27% Canada - 17%
7	'732111	Cooking appliances and plate warmers	Star	1,842	0%	China - 62% Mexico - 23%
8	'690890	Floor tiles and ceramic coatings	Promising	1,522	0%	China - 28% Italy - 28%
9	'701090	Glass gas cylinders, jugs, bottles, flasks and tubular containers	Promising	1,519	0%	China - 31% Mexico - 28%
10	'401699	Vulcanized rubber manufactures without hardening, other	Promising	1,425	0%	China - 28% Japan - 13%

Source: Trademap. Prepared by: Promperú.

6. Consumer Trends

- ✓ THE "BABY BOOMERS" TOP INCOME LEVELS. The "Baby boomers" segment, made up of those born between 1946 and 1964, currently has one of the highest purchasing power levels in the United States. Also, for 2030, it is expected that this group will represent 15% of the population with an annual gross income in excess of US\$150 thousand, and thus many companies are focusing their long-term strategies on these consumers. In this context, healthful products like fresh fruits and functional foods, as well as medical tourism services and related, present future sustainable opportunities.
- ✓ THE STATES WITH POTENTIAL. The companies must meticulously select their target markets within the United States, whether by market size or growth potential in the mid-term. While California continues to be the largest consumer market of the American Union, with an economy the size of any major country; nearby states such as Arizona, Colorado and Utah will attain the greatest momentum in terms of consumer spending thanks to the growth of their populations, increasing employment and, thus, increasing disposable income.
- ✓ THE RED FRUITS ARE IN FASHION. Although it is expected that sales of fresh fruits, by volume, will show an average annual growth of 1% for the period 2015-2020, the sales of fashion products such as cranberries will increase at an annual average of 3% over a similar period of time, as result of their positioning as "superfoods", ease of consumption (convenience) and the expansion of the tendency to focus on health. It is also expected that sales of strawberries show a good performance, if one takes into account that droughts in California, the leading producer of these products, could continue.
- ✓ THE IMPORTED SHRIMP PREVAILS. In 2015, sales of fresh fish and shellfish decreased in volume by 1% over the previous year; however, shellfish experienced sales growth in excess of 1%, a behavior supported by preferences of Americans for imported shrimp from Asia and South America, which are usually cheaper products than local varieties.
- ✓ THE PERFORMANCE OF PRESERVES. It is expected that sales of preserved vegetables experience a meager growth of 2% in value during the period 2015-2020. Key factors such as packaging innovation, the emergence of Premium presentations and the continuity of droughts in the country, will foster an increase in the unit price of the products in this category. Also, the recovery of the restaurant activity will foster an increase in demand for food aimed at the HORECA channel, which is expected to cause preserved, frozen fruits and processed vegetables to gain an important role.
- ✓ THE ATHLEISURE BOOM. The "athleisure" trend continues to drive the sales of clothing and footwear in the USA. The retail sales of clothing and footwear continued their positive growth trend in 2015. Many consumers are adopting active and healthful lifestyles, a behavior which raises the demand for sports clothing and footwear.

8. OCEX

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