

Recent Market Research Reports from the U.S. Commercial Service

Following is a selection of recent market research reports prepared by the foreign offices of the U.S. Commercial Service. Please click on the links below to access each report. To search for additional reports, please go to www.export.gov/mrktresearch

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Mexico: Water Recycling Equipment Industry

This report analyzes the market for water recycling equipment used to recycle industrial wastewater, municipal wastewater, and urban gray water in Mexico. The total market is expected to grow by approximately 5% from 2012 to 2015. This market has become more competitive, especially due to efforts made by companies from France, Great Britain, Japan, Canada, and others. The total market in 2011 for water recycling equipment was \$556.8 million. It is expected that the total market will increase to \$583.7 million by the end of 2012. The private sector demands 70% of the equipment and the public sector 30%. http://www.buyusainfo.net/docs/x_2351884.pdf

Mexico: Industrial Refrigeration Overview

The market for refrigeration equipment in Mexico has maintained modest growth because of its widespread use. Several large-scale importers and manufacturers have established themselves in Mexico, impacting general market opportunities. The U.S. continues to be the largest foreign supplier of refrigeration equipment and parts to the Mexican market. Climate changes, population growth, and technological innovation have promoted a large increase in the use of refrigeration in retail stores, supermarkets, and small industry. http://www.buyusainfo.net/docs/x_8656452.pdf

Italy: Pet Products Industry

The market for pet products in Italy is robust and thus far has not been terribly affected by the international economic crisis and financial decline. In particular, sub-sectors like pet care, premium and super premium pet food continue to show strong market performance. The general trend continues to indicate that pet owners are more likely to treat their pets with greater care, for example choosing special foods tailored to the pet's specific nutritional requirements, i.e. pre-packaged food that ensures a healthy and correctly balanced nutrition specifically studied to meet nutritional needs. http://www.buyusainfo.net/docs/x_1889124.pdf

Jordan: Health Technology and Medical Devices

Jordan's health care system is regarded as one of the best in the region. Jordan has become a medical tourism destination in the region by offering relatively high-quality care at comparatively inexpensive rates. The boom in private hospitals is keyed to this growing "medical tourism" trade. Jordan's health care system uses the latest technologies and has highly educated and well-trained doctors. Jordan has the highest per capita rate of health-related expenditures after Saudi Arabia and Lebanon. Through 44 public hospitals and 60 private hospitals, it provides health care services for its citizens and over 250,000 patients from neighboring countries annually. http://www.buyusainfo.net/docs/x_7641051.pdf

European Union Customs: Update 2012

Although the European Union is a customs union with a Community Customs Code and a harmonized tariff system for product classification, customs administration is a Member State activity. As a result, some important actions of individual Member State customs authorities are handled differently, resulting in variations from country to country. This report aims to help companies understand the EU's customs classification and tariff system. http://www.buyusainfo.net/docs/x_3488350.pdf

Turkey: Smart Grid Opportunities

Turkey has the second largest growth rate potential after China in electricity demand in the world. Demand is expected to grow at a pace of 6 to 8 percent annually and power generation capacity needs to be doubled to meet the demand by 2023. Demand is expected to rise to 450 billion kWh of electricity in 2023 from current annual power generation of 240 billion kWh. This report provides an analysis of the Turkish electric power sector, best prospects for U.S. suppliers, and key players in the market. http://www.buyusainfo.net/docs/x_5783370.pdf

Europe: Civil Aerospace Resource Guide 2012

This 55-page guide provides a country-by-country overview of civilian aviation markets in Europe. It includes information about market entry and trends in each European country, main competitors, current demand, and an opportunity matrix ranking prospects for U.S. suppliers broken down by country and major market segments. http://www.buyusainfo.net/docs/x_703688.pdf

China: E-Commerce

China's internet sector is experiencing incredible growth, with both users and markets expanding. As of June 2012, China now has 538 million internet users including 388 million mobile users. With the number of web shopping users now standing at 194 million and expected to continue rising, China's e-commerce market is growing at a frenetic pace. http://www.buyusainfo.net/docs/x_241144.pdf

ICT Market in Turkey: Opportunities for U.S. Suppliers

This report provides an overview of the market for information and communications technology in Turkey and provides recommended steps for American exporters interested in making sales to this dynamic market. Turkey ranks as one of the fastest growing markets in the world, with an estimated average growth rate of 9 percent for the past three years and similar growth expected in 2013. With a population of 75 million and half of the population under 30 years of age, the market is ideal for targeting ICT services and products. http://www.buyusainfo.net/docs/x_6289366.pdf

A webinar on opportunities in the Turkish ICT market will be held on November 8 at 10 am Central Time direct from the U.S. Embassy in Ankara. Please visit http://export.gov/industry/info/ocomm/eg_main_053329.asp for additional details and registration.

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