

The Statue of Liberty is the central focus of the image, shown from the waist up. She is holding a torch in her right hand, which is raised high. Her left hand holds a tablet. The statue is green with some patina. The background is a solid blue sky. The title text is overlaid on the right side of the statue.

# HOW TO GET A SLICE OF THE ACTION

YOUR GUIDE  
TO TRADING  
IN THE USA



## THE US ECONOMY BY SECTOR

# SERVICES 79.7%

# MANUFACTURING 19.2%

# AGRICULTURE 1.1%<sup>1</sup>



## TOP INDUSTRY EXPORT OPPORTUNITIES

### ELECTRONICS

Between 2009 and 2016, the USA's purchases of solar power diodes and semiconductors grew by 192%. Circuit board imports grew by 137% and insulated wires and cables rose 117%.<sup>2</sup>



### VEHICLES

Vehicle imports grew 114% between 2009 and 2016. Piston engines (up 108%), refrigerators and freezers and liquid pumps and elevators are also big sellers.<sup>2</sup>

### FURNITURE

The USA's importing of furniture, bedding, lighting, signs and prefab buildings has grown by nearly 95%, with seats, lamps and lighting fixtures being the standout categories.<sup>2</sup>



### AN IMPORT GIANT

America imported \$2.2 trillion of goods from around the globe in 2016, up 40% from 2015. Its largest trading partners are China, Canada, Mexico, Japan, Germany, South Korea, UK, France, India and Taiwan.<sup>3</sup>

## WHAT'S HAPPENING ONLINE?

### THE WORLD'S LEADING ONLINE CONSUMER AUDIENCE

The USA's population of over 324 million and internet penetration of over 88%—almost 286 million people—make for an attractive and lucrative online market.<sup>3</sup>

**US E-COMMERCE SPEND  
WAS \$394 BILLION IN 2016<sup>3</sup>**

### BOOM TIMES

Online sales are expected to reach more than \$459 billion in 2017, up 14% from 2016, and accounting for 12.9% of the anticipated \$3.56 trillion in total retail sales.<sup>4</sup>

### WHERE ARE THEY BUYING?

Amazon. In 2016 the online giant accounted for 43% of all US online retail sales. Its growth in 2016 was driven by sales in the electronics, home, and apparel categories. With their purchase of grocery retailer Whole Foods in 2017, its online dominance will only grow further.<sup>5</sup>



### MOBILE IS IMPORTANT

Mobile e-commerce is forecast to account for nearly 50% of all e-commerce sales in the US by 2020, and sales are expected to be worth \$420 billion by 2021.<sup>6</sup>

**ONLINE ACCOUNTED FOR  
12.9% OF ALL RETAIL  
SALES IN 2017<sup>4</sup>**



# HOW CAN I SUCCEED IN THE USA IMPORT MARKET?

## THINK BIG, STAY FOCUSED

The US economy consistently ranks first for competitiveness and ease of doing business. But there are cultural differences between north, south, east and west to consider.

## CROSS-BORDER TRADING

While 42% of online users in the US have bought overseas 77% are open to the idea. Choice, price, and uniqueness are top of the list as reasons for shoppers purchasing cross-border.<sup>3</sup>



## HOW TO MAKE A GO OF CROSS-BORDER TRADING

Key to international sales success in the US is the retail proposition. Customers expect to know the price they will be paying at checkout, have a choice of competitive delivery options (or better than domestic retailers), localised payment options, and service levels that make a business stand out. Service is central: you need to shine.

## WHAT WERE THEY BUYING ONLINE IN 2017?<sup>3</sup>





# TRADE REGULATIONS AND CUSTOMS INFORMATION

## IMPORT TARIFFS

**3%**  
ON AVERAGE



## THE STEPS YOU NEED TO TAKE

1. Check the requirements of federal agencies and obtain a license or permit, if needed. Guidelines from U.S. Customs and Border Protection (CBP) describe the types of items that may require a license or permit, with contact information for the related agency.
2. Contact the local port of entry you'll use to import your goods for import requirements and other information about the process.
3. Even if you do not need an import license, you must fill out entry forms within 15 calendar days of the date that your shipment arrives at a U.S. port of entry. Make sure to provide your importer number on all these forms.
4. You may also request a CBP assigned number by completing CBP Form 5106 and presenting it to the entry branch at a CBP port of entry.

## IMPORTANT COUNTRY GOVERNMENT ENTITIES

US Customs and Border Protection

USA.gov Guide to Importing

US Food and Drugs Administration (FDA)



## I'M READY FOR CROSS-BORDER TRADE WITH THE US, WHAT NEXT?

Take advantage of our business expertise and open an account with DHL Express. Visit **our website here** and we'll be delighted to help.

### REFERENCES

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2. <http://www.worldstopexports.com/united-states-top-10-imports/>
3. [https://www.ecommerceworldwide.com/AcuCustom/Sitename/DAM/010/WEB\\_-\\_USA\\_2017\\_Passport.pdf](https://www.ecommerceworldwide.com/AcuCustom/Sitename/DAM/010/WEB_-_USA_2017_Passport.pdf)
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