

Europe to U.S. Trade Success Report

Export opportunities in the world's largest economy

Key insights into the growing U.S. market,
from economic forecasts to consumer trends



FedEx®

Expert point of view

“We are very optimistic that healthy consumer fundamentals, pent-up demand and widespread distribution of the vaccine will generate increased economic growth, retail sales and consumer spending.”

Matthew Shay,
President and Chief
Executive Officer, National
Retail Federation⁵

Trends at a glance

6.2%

The growth forecast for
U.S. GDP in 2021

\$1.9trn

The size of the U.S. economic
recovery package

23%

The predicted growth in
U.S. online sales in 2021

It's good news for U.S. trade

Experts are predicting a record-breaking future for the U.S. economy

After a challenging 18 months for the global economy, the outlook is looking brighter. Financial research experts at Fitch Ratings recently revised their global GDP growth prediction from 5.3% to 6.1%, and with its highly successful vaccination rollout and an economic recovery package of \$1.9 trillion, the U.S. is looking particularly buoyant.¹

Despite the disruptions of the pandemic and the ongoing expansion of Asia, the U.S. remains the world's largest economy by GDP,² with this year's growth prediction above that of global GDP at 6.2%.³ The U.S. is also the world's biggest importer – spending \$1.94 trillion on international goods in 2020 alone.⁴

Retail sales are gathering momentum...

U.S. retail sales are the 2nd strongest on record, set to grow by up to **8.2%** this year to over **\$4.33 trillion**⁶



Online e-commerce is a key growth driver...

Online retail sales are forecast to reach **up to \$1.19 trillion** this year, an increase of **23%** on 2020⁷



B2B online sales are projected to reach **\$1.8 trillion** by 2023⁸ up from **\$889 billion** in 2017⁹

Online user penetration will be **79.1% in 2021** and **85.5%** by 2025¹⁰

All of this is resulting in record-breaking growth...

The U.S. will see the fastest economic growth **in two decades**¹¹



1, 3 [Fitch Ratings: World GDP Forecasts Revised Up After US Fiscal Stimulus Package](#)

2 [Focus Economics: The largest economies in the world](#)

4 [OEC: What does United States import \(2020\)?](#)

5-7, 11 [NRF Forecasts Retail Sales to Exceed \\$4.33T in 2021 as Vaccine Rollout Expands](#)

8 [Statista: E-commerce share of total B2B sales in the United States from 2019 to 2023](#)

9 [B2B e-commerce sales in the United States from 2017 to 2021](#)

10 [Statista: Ecommerce United States](#)

Top EU-U.S. exports

\$77bn

Pharmaceuticals

\$75.6bn

Machinery

\$44.2bn

Vehicles

\$30.1bn

Optical and medical instruments

Top EU-U.S. agricultural exports

\$6.3bn

Wine and beer

\$3.2bn

Essential oils

\$1.7bn

Snack foods

\$1.4bn

Processed fruit and vegetables

\$1.3bn

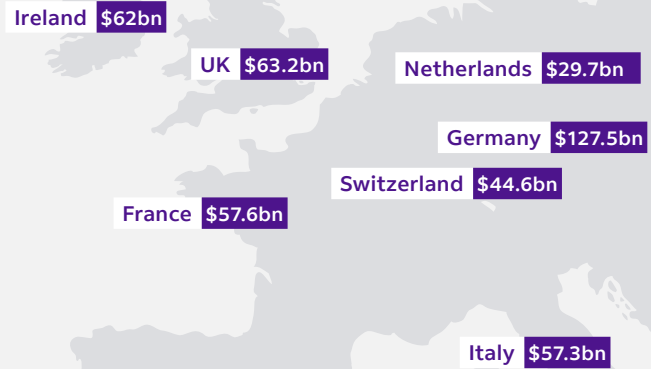
Other vegetable oils

Europe to U.S. export opportunities

The U.S. market is rich with possibilities for European businesses

The U.S. and Europe have the largest bilateral trade and investment relationship in the world. Their combined economies make up half of global GDP and a third of world trade flows.¹²

Europe's biggest exporters to the U.S.



\$452bn

Value of EU to U.S. exports in 2019, up 6% from 2018¹⁴

Rise in total U.S. imports predicted in 2021¹⁵ with 18.1% coming from the EU¹⁶

11%

Growth in EU-U.S. exports from 2009 to 2019¹⁷

93%

¹² European Commission

¹³ Eurostat: USA-EU - International trade in goods statistics

^{14, 16, 17} Office of the United States Trade Representative

¹⁵ United States Economic Forecast

Did you know?

Goods worth \$800 or less can be shipped duty-free

In 2016 the U.S. sparked a surge in cross-border trade by raising the threshold at which duties and taxes are imposed on imports from \$200 to \$800. At the same time it scrapped the need for goods below \$800 to go through formal customs procedures. Both rulings continue to prove hugely beneficial to European businesses, making exporting products to the U.S. easier and financially more viable.

Spotlight on U.S. sector trends

Automobile: sparked by widespread government incentives, the U.S. electric vehicles market is expected to see five-fold growth by 2025, rising from **1.4 million unit sales** in 2020 to **6.9 million** in 2025.¹⁸

Wine: the U.S. is the world's most prolific importer of wine, accounting for **17.5%** of all global wine imports.¹⁹ Around **966 gallons** are consumed a year,²⁰ with the pandemic and millennials driving an upward trend. In 2019 the U.S. imported \$5.95 billion worth of wine, with **77%** of imports coming from Europe. Of this, 36% comes from France, 30% from Italy.²¹

E-commerce: online shopping is here to stay, with growth forecast across all categories of between **15-30%** post-Covid, from medicine and personal care products to furnishings and footwear.²²

Pharmaceuticals: in 2019, the U.S. spent \$131 billion importing pharmaceutical products, making it the largest importer of pharmaceuticals in the world. Europe accounts for a huge 79% of all pharmaceutical product imports into the U.S., with the four biggest exporters being Ireland, Switzerland, Germany and Belgium.²³

¹⁸ S&P Global Platts: US EV market sales to rise to 6.9 million units by 2025: Frost & Sullivan

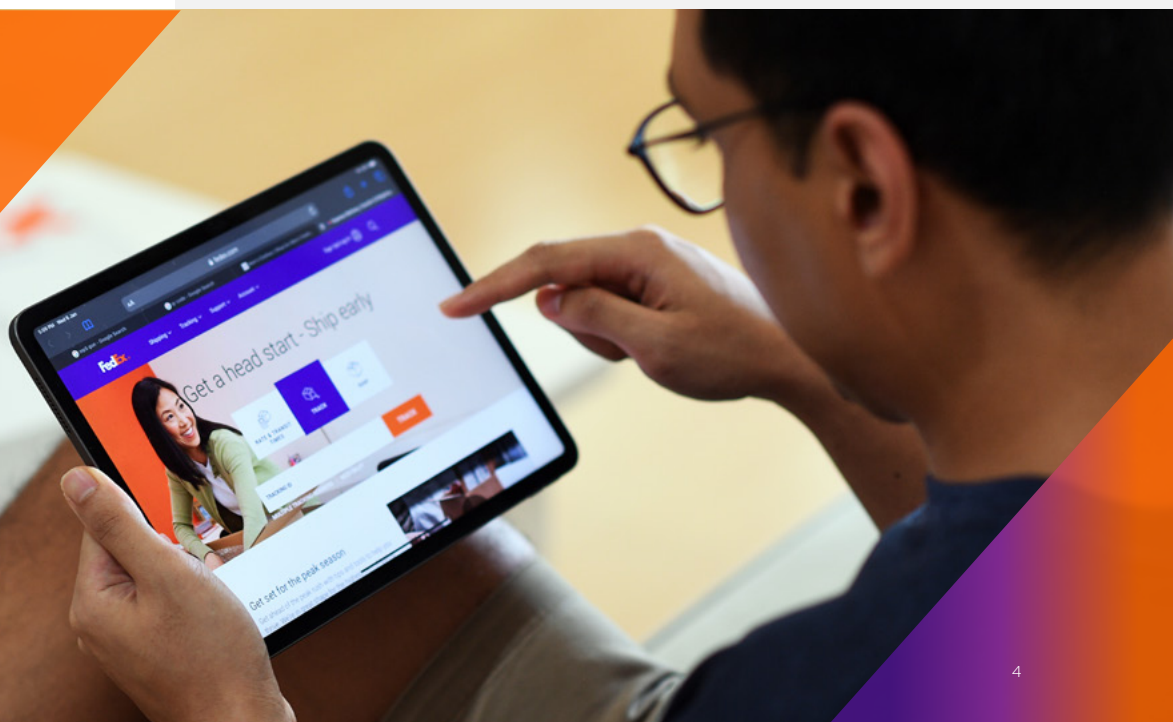
¹⁹ World's Top Exports: Top wine importing countries

²⁰ Wine Institute – US wine consumption

²¹ Wine Institute – Product trade: wine

²² McKinsey: The great consumer shift: Ten charts that show how US shopping behavior is changing

²³ OEC: Pharmaceutical products in United States



Trends at a glance

62%

of shoppers prioritise speed of delivery

70%

of shoppers explore brands' social responsibility and sustainability

\$432bn

U.S. m-commerce sales in 2022

What matters to U.S. consumers and how to win them over

What U.S. consumers want:

What this means for SMEs:

Speed of shipping is paramount: 62% of U.S. shoppers named speed as the most important factor when it comes to defining a positive brand experience.²⁴

Focusing on getting your products to U.S. consumers faster will boost brand loyalty and fuel positive reviews.

Availability, convenience and value are the strongest drivers of new brand choice, with better shipping and delivery cost a significant factor.²⁵

Examine your offering in terms of value for money and ease of delivery and returns. Ensure product availability.

Sustainability and social responsibility are increasingly important:

70% of U.S. consumers care about what brands are doing to support social and environmental issues and 46% note a brand's social responsibility efforts when they buy a product.²⁶

Build your sustainability and social responsibility credentials in an authentic way.

More Americans are shopping on their mobile phones:

smartphone retail e-commerce sales in the U.S. will almost triple by 2022, with sales forecast at over \$432 billion, up from \$148 billion in 2018.²⁷

Creating a seamless e-commerce offering across all devices, using responsive website techniques, is vital.

²⁴ eMarketer: [Delivery Speed Can Make or Break a Customer Experience](#)

²⁵ McKinsey: [The great consumer shift: Ten charts that show how US shopping behavior is changing](#)

²⁶ Business Wire: [Consumers Expect the Brands They Support to Be Socially Responsible](#)

²⁷ Statista: [Mobile commerce in the United States](#)

Take your next big step to the U.S. with FedEx

FedEx can help you reach your U.S. goals faster. With our extensive reach, world-leading services and decades of U.S. customs knowledge, we'll help you give your American customers the speed, convenience and value for money they're looking for.



FedEx is the fastest way to more of the U.S.²⁸



Over 40 weekly flights – more than any other competitor



Over 14,000 pick-up points



90% of the U.S. population is within 5 miles of a FedEx hold location



Goods cleared through customs while shipments are in transit



Automated tools to expedite your deliveries and streamline your supply chain

To start shipping to the U.S. with FedEx and enjoy competitive tariffs, **get in touch with your local sales representative**

²⁸ This is based on analysis carried out by FedEx in March 2021 of UPS NA1 and Express parcel services and DHL Express parcel services as quoted online and compared with FedEx International Priority and FedEx International Priority Express services available to selected and eligible customers, between 140,000 postcode origin-destination pairs, from 17 European countries and taking into account GDP weighting, to key business districts in the U.S. Further information is available upon request. 17 European countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxembourg, the Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom. U.S. key business centres: per County Business Patterns (CBP) provided by U.S. Census Bureau. Transit times may vary depending on origin and destination location.