

# CENSUS BRIEF



## Manufactured exports approach \$500 billion a year

**E**XPORTS OF GOODS AND SERVICES in 1996 totaled \$849 billion, with goods at \$625 billion, and domestically manufactured goods alone reaching \$486 billion. Exports are big business for U.S. manufacturers, suppliers, wholesalers, brokers, shippers and transporters. This brief focuses on manufactured exports, profiles export flows and suggests information that can help businesses export more.

### WHERE ARE MANUFACTURED EXPORTS GOING?

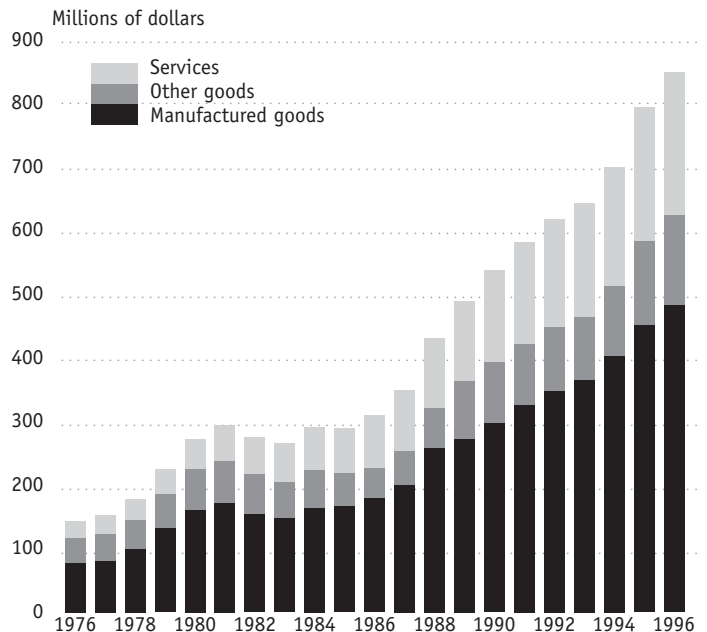
Export shipments begin in every state, end in almost every other nation and tend to follow major trade routes. In 1996, every state had export shipments of at least \$125 million and one-quarter of all manufactured exports began in just two states – California shipped \$78 billion and Texas, \$59 billion. Other major exporting states were New York (\$27 billion), Michigan (\$25 billion), Illinois (\$22 billion) and Washington (\$22 billion).

### HOW ARE MANUFACTURED EXPORTS CHANGING?

Exports are growing and growth varies for different products. The value of U.S. manufactured exports increased more than sixfold between 1976 and 1996, and most product categories showed growth. Manufactures represented 78 percent of all goods exports in 1996 and are on pace to exceed \$500 billion in 1997.

Airplanes, computers and vehicles and related parts are our “big ticket” manufactured export categories. However, exports of specific products ebb and flow with changing business conditions. High percentage growth categories since 1989 include textiles and apparel, electronic circuits and telecommunications equipment. Declining categories include flat-rolled iron and nonalloy steel.

### MANUFACTURED EXPORTS SHOW GROWTH: 1976-96



**“GROWTH” VARIES BY MANUFACTURED PRODUCT: 1989-1996**

Product Category	6-Year Change (%)	1996 Value (\$/M)
Textiles and Apparel . . . . .	381	4,100
Machine Tools . . . . .	213	2,110
Electronic Circuits and Assemblies . . . . .	203	37,451
Furniture, Bedding and Mattresses . . . . .	166	3,530
Telecommunications Equipment . . . . .	150	18,735
Toys and Sporting Goods . . . . .	126	4,036
Metal Nails, Screws and Nuts . . . . .	121	1,461
Ships, Boats and Floating Structures . . . . .	-2	1,064
Flat-Rolled Iron and Nonalloy Steel . . . . .	-30	725

Export destinations also are concentrated. More than one-third of all U.S. manufactured exports go to two countries – with Canada absorbing 25 percent and Mexico 10 percent – and more than three-quarters go to just 15. The remaining one-quarter go almost everywhere (get out your maps) – from Afghanistan to Zimbabwe, from Burkina to Western Samoa, from the Cook Islands to more than 200 other countries and territories.

**TAKE GOLF CLUBS – MAINLY GOING TO ASIA**

Golf clubs are in the export category “Toys and Sporting Goods.” Golf club exports hit a new high of \$390 million in 1996, with three-quarters going to Japan, Korea, the United Kingdom and Canada – almost half went to Japan alone. Other big buyers: Singapore, Indonesia and Germany.

Japan, the top importer of U.S. golf clubs, had purchases worth \$167 million – with an average price of \$45 per club. More than three-quarters of these exports, \$135 million,

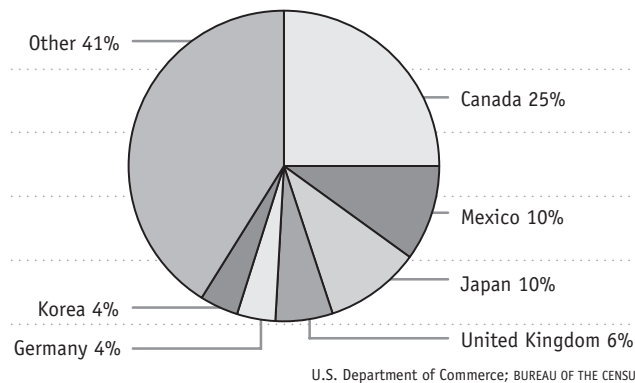
passed through the Customs District of Los Angeles. Average prices for exports to other leading countries ranged from \$33 to \$73 per club.

**HOW DO WE KNOW ALL THIS?**

The Foreign Trade Division of the Census Bureau compiles commodity information for 10,000 categories of exports from an average of 2 million Customs records a month – a month! It releases all these data – among the most comprehensive imaginable – about six weeks after the end of each month. The data are available on paper and CD-ROMs.

Businesses, trade associations and others increasingly use this information to identify and expand their export markets. According to the most recent estimates, more than 82,500 U.S. manufacturing establishments – about one-fifth of all manufacturers – and nearly 50,000 wholesalers are active exporters. With the global integration of trade, finance and information flows these numbers are set to rise, especially for smaller firms.

**MAJOR MANUFACTURED EXPORT DESTINATIONS: 1996**



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**MORE INFORMATION:**

Some information is available on the Foreign Trade Division Internet site at – <http://www.census.gov/foreign-trade/www/>. More detailed information is available in *U.S. Exports of Merchandise* on CD-ROM.

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