



International  
Trade  
Centre

# Price

Understand your target market



Cairo, November 2018

# What impacts prices?

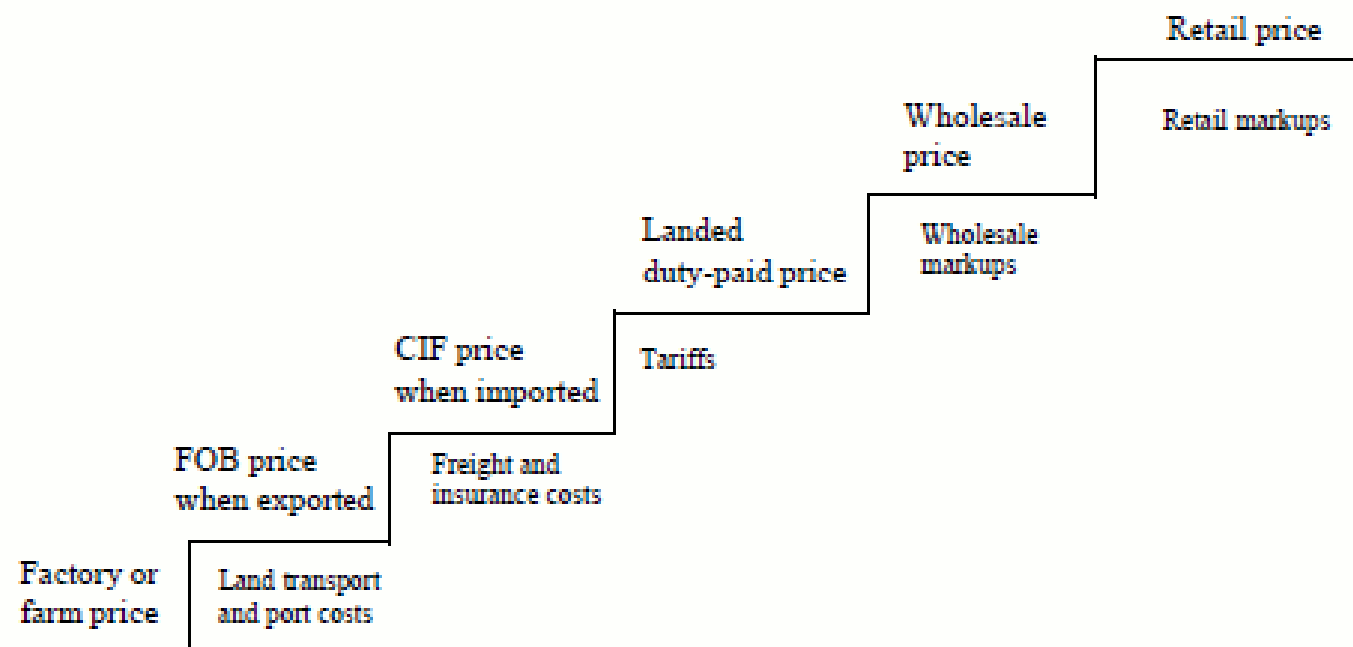
Pricing in any market is determined by several factors:

1. Costs
2. Demand
3. Competition
4. Quality/branding

NOTE: In **export markets** these factors can vary considerably and involve cost elements in addition to those involved in domestic market pricing.

# What can we mean by prices?

**Figure 1.** Traded-goods prices along the supply chain



# Price Information

Price availability & reliability depends on product

Commodities and agricultural/food products

- Easier to track
- Established price information sources

Manufactured products

- Variable
- No regular pricing services





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## MARKET PRICE INFORMATION PORTAL

Offering free and real-time market price info for  
300+ agricultural products

# HOW?



The Market Price Information portal offers FREE access to real-time data on prices from different sources including Thomson Reuters for more than 300 agricultural products.

Detailed prices by variety, quality, location and many other characteristics.

A data-entry tool for collection and dissemination of domestic price information.

Up-to-date news per sector.

Highly customizable to disseminate international and local prices information in partnership with TISIs, cooperatives or other institutions.

# Price comparisons

Be careful when comparing  
across sources



USDA  
provides  
wholesale  
price access



Thomson  
Reuters  
prices can  
vary  
depending on  
the  
incoterms.

# Selected product: Mango

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**Filters**

**YOUR SECTOR**  
Fresh Fruits and Vegetables

**YOUR PRODUCT**  
Mango

**Countries/Regions**  
COUNTRY OF ORIGIN  
All x  
DESTINATION MARKET  
All x

**Characteristics**  
CERTIFICATION  
Combined x  
VARIETY  
Combined x  
SIZING  
Combined x  
PACKAGING  
Combined x  
TYPE OF TRADE  
Combined x

**Prices**  
PRICE TYPE  
Average price x  
CURRENCY  
USD  
REFERENCE UNIT  
kg

**Dates**  
DATE FROM  
06/03/2018  
DATE TO  
06/06/2018

Submit Clear



**Filters**

**YOUR SECTOR**  
Fresh Fruits and Vegetables

**YOUR PRODUCT**  
Mango

Malanga  
Mamey Sapote  
**Mango**  
Mangosteen  
Melon  
Mesculin Mix  
Mizuna

**CERTIFICATION**  
Combined x

**VARIETY**  
Combined x

**SIZING**  
Combined x

Prices will depend on criteria filtered by users after having selected a **sector** and **product**.

I.e. **fresh fruits and vegetables** and **mango**.

# Selected product: MANGO

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**Filters**

**YOUR SECTOR**  
Fresh Fruits and Vegetables

**YOUR PRODUCT**  
Mango

**Countries/Regions**

COUNTRY OF ORIGIN  
All x

DESTINATION MARKET  
All x

**Characteristics**

**CERTIFICATION**  
Combined x

**VARIETY**  
Combined x

**SIZING**  
Combined x

**PACKAGING**  
Combined x

**TYPE OF TRADE**  
Combined x

**Prices**

**PRICE TYPE**  
Average price x

**CURRENCY**  
USD

**REFERENCE UNIT**  
kg

**Dates**

**DATE FROM**  
06/03/2018

**DATE TO**  
06/06/2018

**Countries/Regions**

**COUNTRY OF ORIGIN**  
All

**DESTINATION MARKET**  
United States of America  
Canada Mexico

**CITY OF DESTINATION**  
Combined  
DALLAS  
MIAMI  
COLUMBIA  
MONTREAL, QUE  
MEXICO CITY  
MONTERREY  
GUADALAJARA

**SIZING**  
Combined

**PACKAGING**  
Combined

Submit Clear

Users can select one or several **countries of origin** or **countries of destination** as well as one or several **cities**.

They can also use the **combined** option to get an average price.

# Selected product: MANGO

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The image shows a two-part interface for selecting product characteristics. On the left, a 'Filters' sidebar contains sections for 'YOUR SECTOR' (Fresh Fruits and Vegetables), 'YOUR PRODUCT' (Mango), 'Countries/Regions' (Country of Origin and Destination Market, both set to 'All'), 'Characteristics' (a section highlighted with an orange box containing sub-sections for Certification, Variety, Sizing, Packaging, and International, all set to 'Combined'), 'Prices' (Price Type: Average price, Currency: USD, Reference Unit: kg), and 'Dates' (Date From: 06/03/2018, Date To: 06/06/2018). An orange arrow points from the 'Characteristics' section to a larger, detailed view on the right. This view shows the 'Characteristics' section with 'CERTIFICATION' set to 'Organic' and 'VARIETY' set to 'Combined', which has opened a dropdown list of mango varieties: Kent, Manila, Maniilla, Mayaguez, Nam Doc Mai, Oro, and Osteen. Below this, the 'PACKAGING' section is also highlighted with an orange box and shows a dropdown list of packaging options: flats 1 layer, 4 kg containers, 28 kg cartons, 35 kg cartons, 25 lb cartons, 30 kg cartons, and 4.5-5 kg containers.

**Filters**

**YOUR SECTOR**  
Fresh Fruits and Vegetables

**YOUR PRODUCT**  
Mango

**Countries/Regions**  
COUNTRY OF ORIGIN  
All  
DESTINATION MARKET  
All

**Characteristics**  
CERTIFICATION  
Combined  
VARIETY  
Combined  
SIZING  
Combined  
PACKAGING  
Combined  
INTERNATIONAL  
Combined

**Prices**  
PRICE TYPE  
Average price  
CURRENCY  
USD  
REFERENCE UNIT  
kg

**Dates**  
DATE FROM  
06/03/2018  
DATE TO  
06/06/2018

**Characteristics**  
CERTIFICATION  
Organic  
VARIETY  
Combined  
Kent  
Manila  
Maniilla  
Mayaguez  
Nam Doc Mai  
Oro  
Osteen

**PACKAGING**  
Combined  
flats 1 layer  
4 kg containers  
28 kg cartons  
35 kg cartons  
25 lb cartons  
30 kg cartons  
4.5-5 kg containers

## CHARACTERISTICS

are dynamics. Their availability will depend on the selected product.

# Selected product: MANGO

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The image shows a two-part interface for selecting product data. On the left is a 'Filters' sidebar, and on the right is a detailed view of the 'Prices' section. An orange arrow points from the 'Prices' section in the filters to the expanded view on the right.

**Filters**

**YOUR SECTOR**  
Fresh Fruits and Vegetables

**YOUR PRODUCT**  
Mango

**Countries/Regions**  
COUNTRY OF ORIGIN: All  
DESTINATION MARKET: All

**Characteristics**  
CERTIFICATION: Combined  
VARIETY: Combined  
SIZING: Combined  
PACKAGING: Combined  
TYPE OF TRADE: Combined

**Prices**  
PRICE TYPE: Average price  
CURRENCY: USD  
REFERENCE UNIT: kg

**Dates**  
DATE FROM: 06/03/2018  
DATE TO: 06/06/2018

**Characteristics**  
CERTIFICATION: Combined

**Prices**  
**TYPE OF TRADE**  
International Local

**CURRENCY**  
USD  
EUR  
BRL  
INR  
ARS  
AUD  
CAD

Submit Clear

Under **TYPE OF TRADE** users can select between **local** or **international** price information.

Prices can be displayed in more than 20 currencies.

# LET'S TAKE PAPAYAS

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# Market Price Information: news


**MARKET PRICE INFORMATION**  
 Real time market intelligence

EN ES FR
 

Home Prices **News** Enter Data Validate Data
 LEMMA, Ms. Shitu ITC Tools

YOUR SECTOR Fresh Fruits and Veget
 YOUR PRODUCT Mango

**Cambodia: Confirel to send large mango shipment to EU**

Towards the end of the year, Cambodian firm Confirel plans to export 500 tons of keo romeat mangoes to the European Union. It will be the company's first shipment to the EU, Cambodia's second largest export market.

Hay Ly Eang, chairman of C

2018-09-18T00:00:00 [Read More](#)

**Ecuadorian mango finds its way to distant markets like China**

In the first week of October, an expected 5,700 boxes of mango will be shipped by boat to China. This nation first received 20,000 boxes of this fruit by air after thirteen years of negotiations in 2016.

Yamil Farah, president of the Mango E

2018-09-18T00:00:00 [Read More](#)

**Adverse weather, fruit fly attacks hit mango production this season**

PANAJI: Adverse weather conditions and fruit fly attacks have led to a drop in Goa's mango production in this season.

<

2018-09-04T00:00:00 [Read More](#)

**Egyptian mango harvest has come a month earlier"**

The Egyptian mango harvest has come about a month earlier than usual. According to Sammy A Nour from Roots Export, this is due to the extreme heat experienced this year. "Production capac

2018-08-29T00:00:00 [Read More](#)

# Pricing: Other information sources

- Supermarkets and convenience store checks in the target market
- Online marketplaces e.g. Alibaba - [www.alibaba.com](http://www.alibaba.com) Amazon- [www.amazon.com](http://www.amazon.com)
- Online retailers in target markets such as [www.carrefour.fr](http://www.carrefour.fr) or [www.walmart.com](http://www.walmart.com)
- Buyers and buyers' agents in your market
- Government funded and private agricultural market information services [www.ams.usda.gov/AMSv1.0/marketnews](http://www.ams.usda.gov/AMSv1.0/marketnews)

# Thank you

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