

2021

Trade Analysis Series

Inflatable Balls, Pakistan



Turn Potential into Profit

Small and Medium Enterprises Development Authority (SMEDA)

Ministry of Industries & Production
Government of Pakistan

www.smeda.org.pk



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1. Product Description

Inflatable Balls are characteristically referred to balls, which can be inflated usually with air. One of several advantages of an inflatable is that it can be stored in a small space when not inflated. World over inflated balls are predominantly used for playing different sports such as, Football (also known as Soccer), Volley Ball, Hand Ball, Basket Ball, American Football and Beach Ball etc. Football is one of the most popular and extensively played sport around the world. It is played by approximately 250 million players in over 200 countries and dependencies. Therefore, trade of Inflated Balls for sports purposes is recognized as one of the key sub-sector of Sports Goods Industry around the globe.

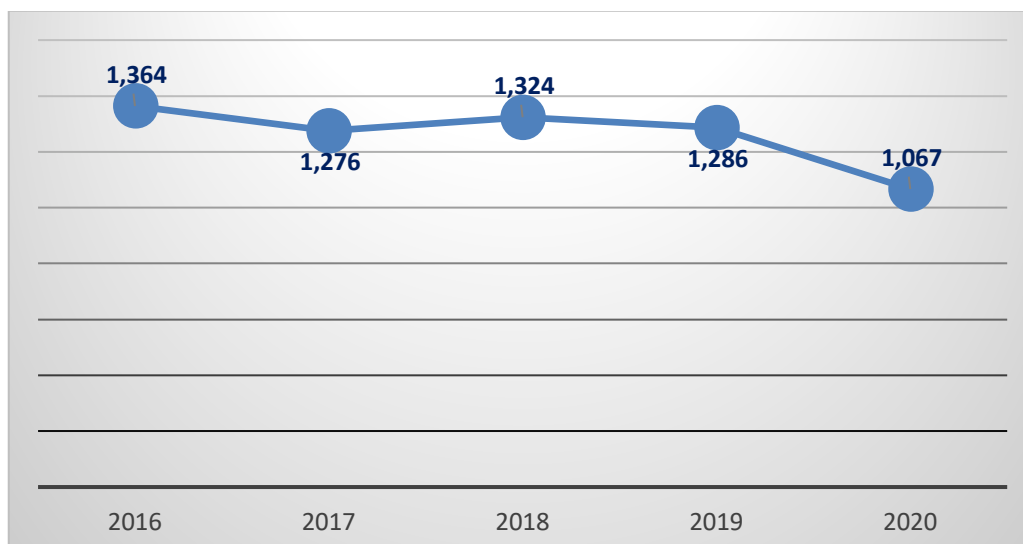
The Harmonized Commodity Description and Coding System (referred as HS Codes) designated for trade of Inflated Balls is HS 950662. All the balls used in sports of Football, Volley Ball, Handball, Beach Ball, Basket Ball, American Football etc., falls under the category of HS 950662 – Inflatable Balls.

2. Global Trade of Inflatable Balls

Inflatable Balls are recognized as one of the major sports commodity in International Trade, especially due to world over popularity of Football Games. In addition to that, Inflatable Balls are also used in other popular sports so make it as the key sub-sector of Sports Goods Industry across the world. During the year 2020, the total world exports of Inflatable Balls were US \$ 1,067 million declining by around 16% compared to previous year i.e. 2019 exports of US \$ 1,286 million. However, this decline in exports is mainly attributed to Covid-19 Pandemic otherwise the sector has a growing trend in export during the last decade.

The growth in trade of global inflatable balls has shown a mixed trend from the year 2016 ~ 2020, as exhibited in the below graph.

Figure 1: World Export of Inflatable Balls US \$ Million



Source: Trade Map

Major Exporters

During the last 5 years, the exports of Inflatable Balls have been dominated by China followed by Pakistan and Vietnam respectively. In 2020, the top exporters of Inflatable balls were China (\$478M), Pakistan (\$125 M), Vietnam (\$103 M), Thailand (\$69 M), and Germany (\$64 M).

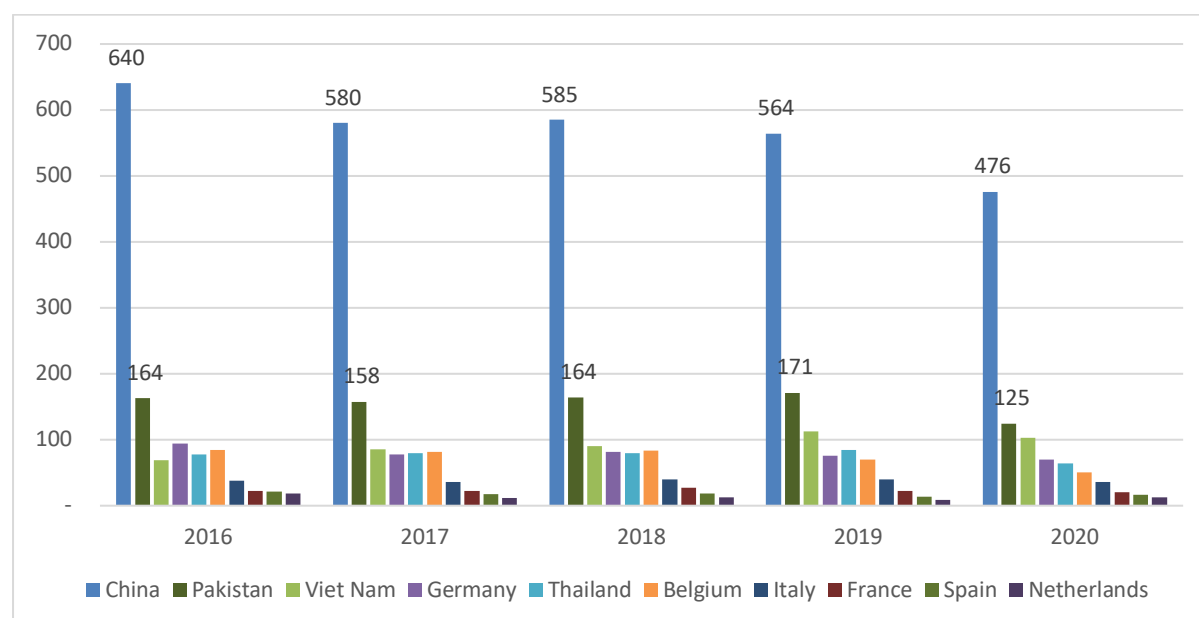
The export value and market share of the top ten exporting countries during the years 2016-20 are provided in the table and figure below.

Table 1: World Top 10 Exporters - Inflatable Balls (HS Code: 950662)

Export Value in US \$ Million					
Exporters	2016	2017	2018	2019	2020
China	640	580	585	564	476
Pakistan	164	158	164	171	125
Viet Nam	69	85	91	113	103
Germany	94	78	81	76	69
Thailand	77	79	80	84	64
Belgium	85	81	83	70	50
Italy	38	36	39	40	36
France	22	22	28	23	20
Spain	21	18	18	14	16
Netherlands	18	11	13	8	13
Others	135	126	141	124	94

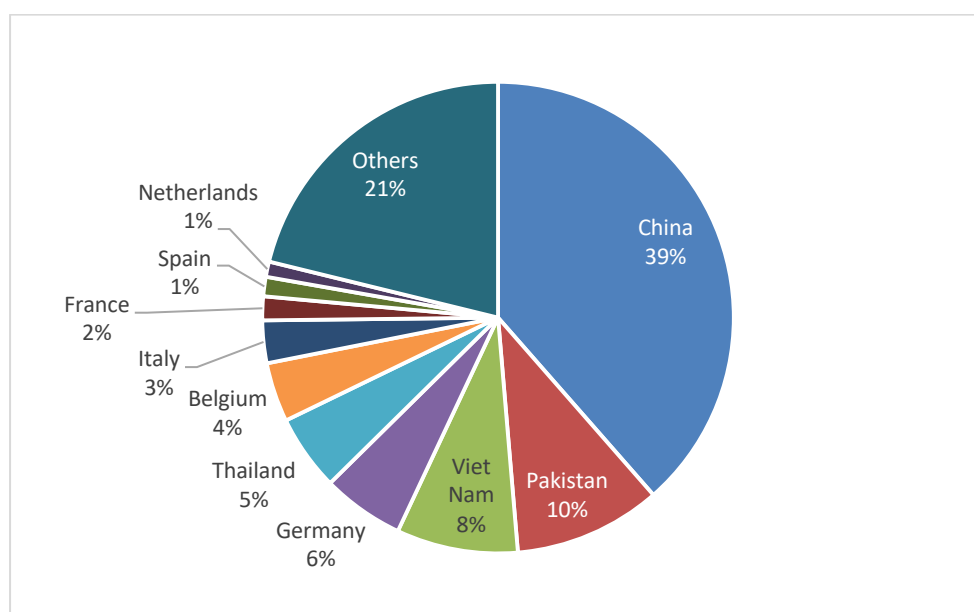
Source: Trade Map

Figure 2: World Top 10 Exporters - Inflatable Balls (HS Code: 950662)



Source: Trade Map

Figure 3: Exporters Share - Top 10 Exporters in 2020 (HS Code: 950662)



Source: Trade Map

The key Trade Indicators of major exporting countries of the Inflatable Balls is provided in the table below:

Table 2: Key Trade Indicator of Major Exporters of Inflatable Balls (HS Code: 950662)

Exporters	Value Exported 2020 (USD 000)	Quantity Exported in 2020	Quantity Unit	Unit value (USD/Unit)	Annual Growth in Value 2016-20 (%)	Growth in Value 2019-20 (%)	Share in World Exports (%)
China	475,753	88,367	Tons	5,384	(6)	(16)	38.50
Pakistan	124,726	29,917,368	Units	4.17	(5)	(27)	10.10
Viet Nam	102,831	5,906	Tons	17,411	11	(9)	8.30
Germany	69,496	2,792	Tons	24,891	(6)	(8)	5.60
Thailand	64,169	11,866,769	Units	5.41	(3)	(24)	5.20
Belgium	50,314	2,445	Tons	20,578	(11)	(28)	4.10
Italy	36,076	3,544	Tons	10,179	-	(9)	2.90
France	20,157	1,401	Tons	14,388	(2)	(11)	1.60
Spain	16,383	1,603	Tons	10,220	(8)	19	1.30
Netherlands	12,911	1,514	Tons	8,528	(9)	53	1.00

Source: Trade Map

Major Importers

During the last five years, the largest importer of Inflatable Balls was United States of America followed by Germany and France. In 2020, the top importers of Inflatable balls were United States (\$214 M), Germany (\$81 M), France (\$57 M), United Kingdom (\$48 M), and Belgium (\$36 M).

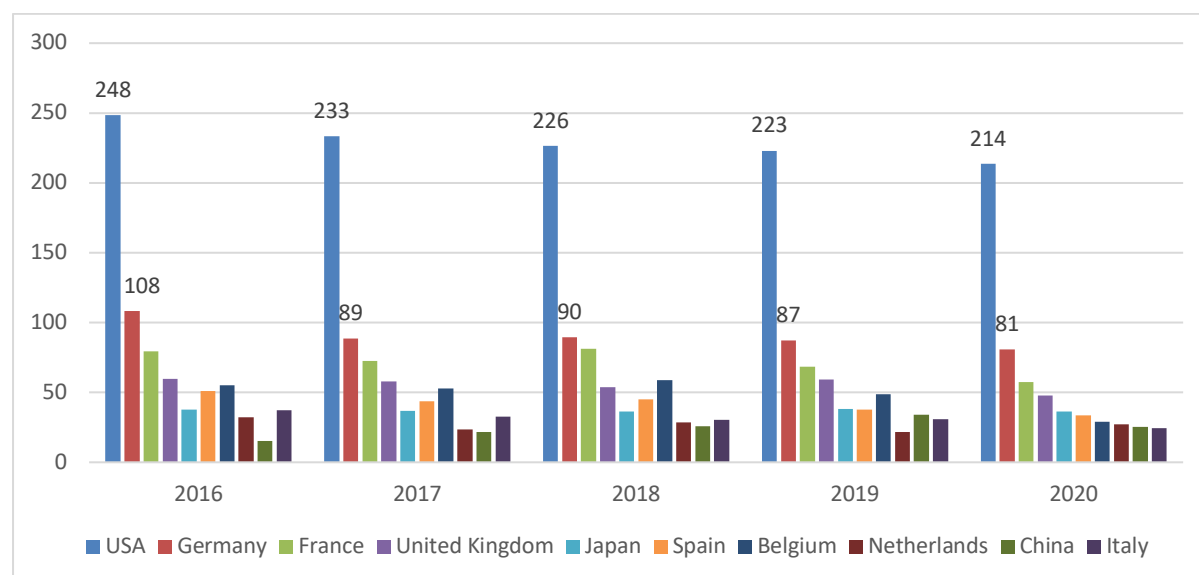
The import values of the top ten importers is provided in the below table.

Table 3: World Top 10 Importers - Inflatable Balls (HS Code: 950662)

Importers	Export Value in US \$ Million				
	2016	2017	2018	2019	2020
USA	248	233	226	223	214
Germany	108	89	90	87	81
France	79	72	81	68	57
United Kingdom	60	58	54	59	48
Japan	38	37	36	38	36
Spain	51	44	45	38	33
Belgium	55	53	59	49	29
Netherlands	32	23	29	22	27
China	15	22	26	34	25
Italy	37	33	30	31	24
Others	519	537	598	544	423

Source: Trade Map

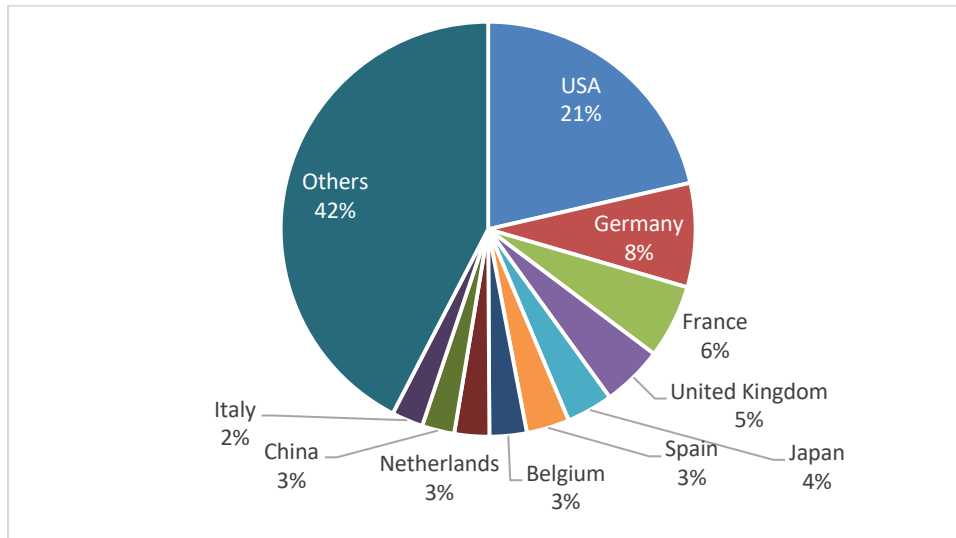
Figure 4: World Top 10 Importers - Inflatable Balls (HS Code: 950662)



Source: Trade Map

Similarly, the percentage share of top ten importers during the year 2020 is exhibited in the following pie chart.

Figure 5: Importers Share - Top 10 Importers in 2020 (HS Code: 950662)



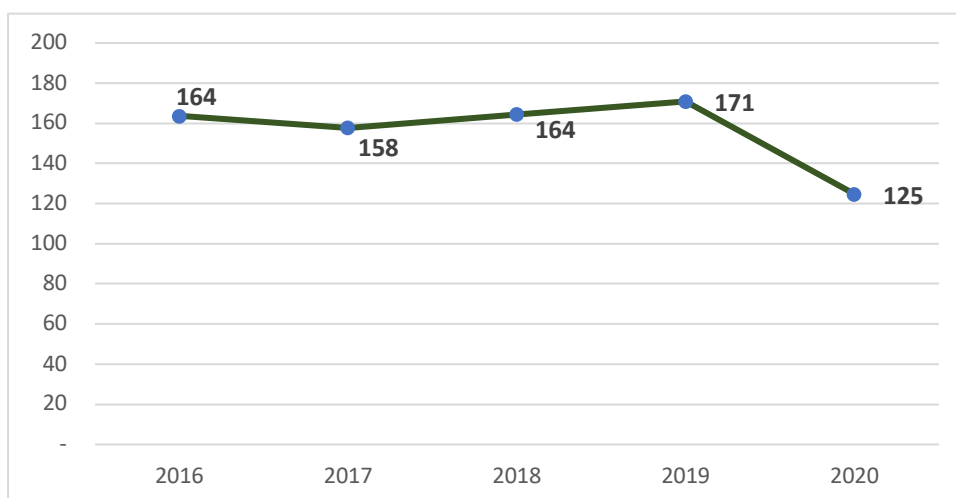
Source: Trade Map

3. Pakistan's Trade of Inflatable Balls

Pakistan's Exports of Inflatable Balls

Pakistan is one the leading exporters of Sport Goods in the World. In the category of Inflatable Balls, Pakistan is the 2nd largest exporter in the world since decades. Pakistan is only behind the China in international trade of Inflatable Balls. Over the years Pakistan has witnessed a significant increase in exports of Inflatable Balls. However, during the year 2020, Pakistan's overall exports of Inflatable Balls were US \$ 125 million declining steeply by around 27% compared to previous year i.e. 2019 exports of US \$ 171 million. However, this decline in exports is mainly attributed to Covid-19 Pandemic otherwise the sector has a growing trend in export during the last decade. In the year 2020, Pakistan's share in total world exports of Inflatable Balls was 10.10%. The five-years export performance of Pakistan is presented in the below graph.

Figure 6: Pakistan Export of Inflatable Balls US \$ Million



Source: Trade Map

Pakistan's Export Destinations

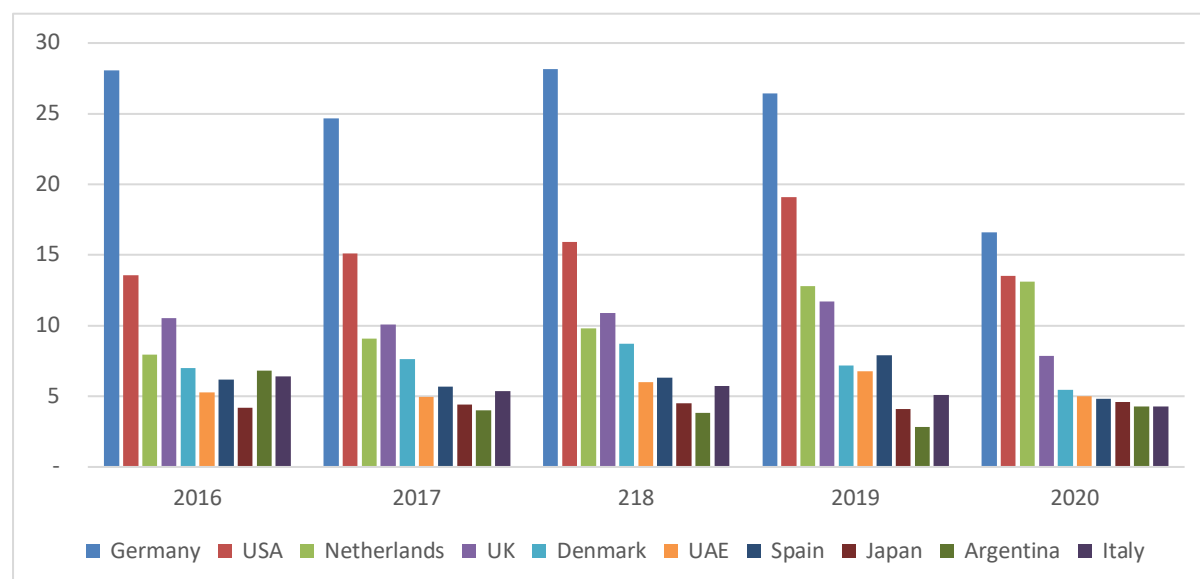
Germany is the largest export destination of Inflatable Balls exported from Pakistan in the year 2020 followed by United States of America and Netherland. The details of exports from Pakistan to major importing countries during the last five years along with percentage shares is provided in the following table and graphs.

Table 4: Pakistan's Top 10 Export Destinations – Inflatable Balls (HS Code: 950662)

Importers	Export Value in US \$ Million				
	2016	2017	2018	2019	2020
Germany	28	25	28	26	17
USA	14	15	16	19	14
Netherlands	8	9	10	13	13
UK	11	10	11	12	8
Denmark	7	8	9	7	5
UAE	5	5	6	7	5
Spain	6	6	6	8	5
Japan	4	4	5	4	5
Argentina	7	4	4	3	4
Italy	6	5	6	5	4
Others	68	67	64	67	45

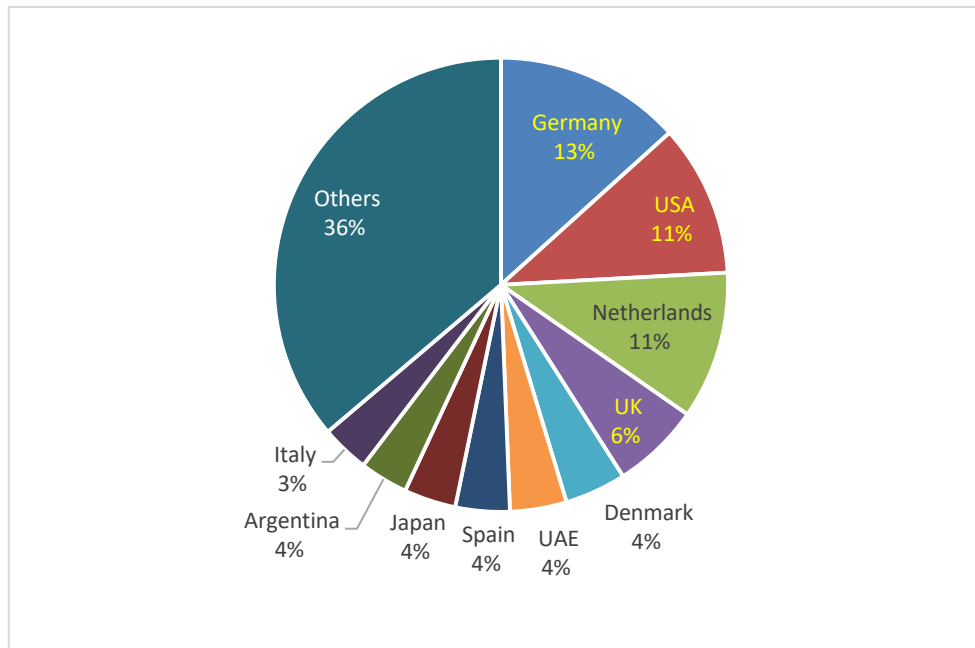
Source: Trade Map

Figure 7: Pakistan's Top 10 Export Destinations – Inflatable Balls (HS Code: 950662)



Source: Trade Map

Figure 8: Pakistan's Top 10 Export Destination's Share in 2020 (HS Code: 950662)

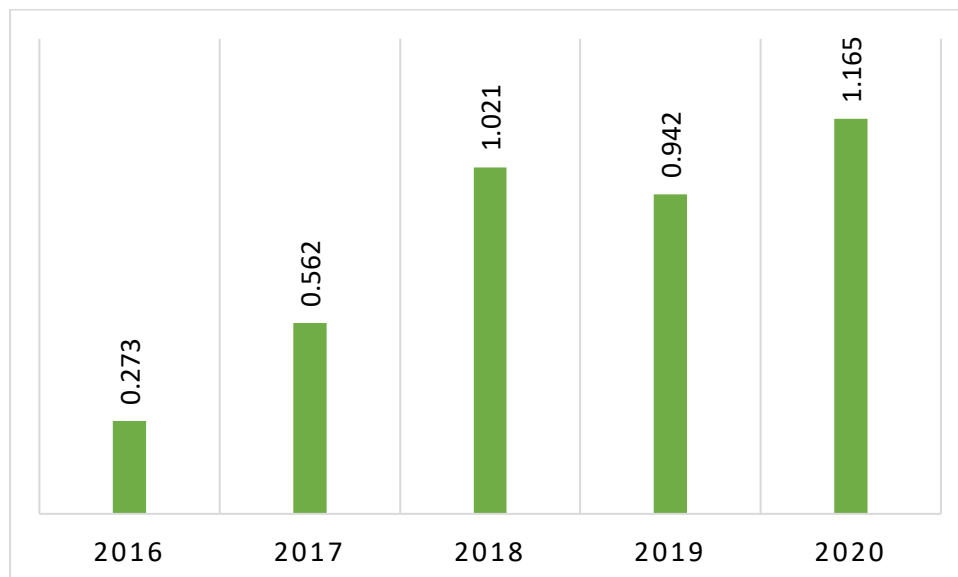


Source: Trade Map

Pakistan's Imports of Inflatable Balls

Since, Pakistan is one of the leading exporter of Inflatable Balls in the world so the Pakistan's import in the category of Inflatable Balls are very marginal and almost negligible. During the year 2020, Pakistan has imported Inflatable Balls of worth US \$ 1.17 Million, which is the highest in recent years. The five year import data of Inflatable Balls for Pakistan is provided in the below graphs.

Figure 9: Pakistan's Import of Inflatable Balls US \$ 'Million'



Source: Trade Map

China is the largest importer of Inflatable Balls to Pakistan with more than 90% share.

4. Duties and Tariffs in Pakistan on Inflatable Balls

There are certain conditions that apply on exports of Sports Goods, including Inflatable Balls, from Pakistan.

- There is a 3% Drawback of Local Taxes and Levies (Non-Textile) to the exporters of Sports Goods. As per the procedure, 50 percent of the rate of drawback will be provided to exporters without condition of increment in exports of goods. While, the remaining 50 percent will be provided, if the exporter achieves an increase of 10 percent or more in exports during the certain financial year, as compared to the exports of previous financial year.
- In order to encourage exporters to target new and far-flung destinations for exports, there is additional 2 percent Duty Drawback facility for exports to non-traditional destinations in Africa, South America, Oceania, CIS countries and Non-EU countries.
- General Sales Tax of 17% is applied on import of raw material for Sports Goods, while a 5% custom duty is applicable on exports of these commodities.

Source: WEOC, Government of Pakistan

5. Prominent International Trade Fairs – Sports Goods Industry

Since, Inflatable Balls falls in the category of Sports Goods Industry, so all the trade fairs and exhibitions targeted to Sports Goods also include the Inflatable Balls. The list of prominent international trade fairs for Sports Goods is provided below.

Name of Trade Shows	Location	Frequency	Web Links
ISPO Munich	Messe München GmbH, Messegelände Munich, Germany	Annual	https:// www.messe-muenchen.de/
PGA Merchandise Show	Orange County Convention Center Orlando, USA	Annual	http:// www.pgashow.com/
IWA Outdoor Classics	Exhibition Centre Nürnberg, Germany	Annual	https://www.iwa.info/en
Taipei International Sports Goods Show	Taipei World Trade Center, Taipei, Taiwan	Annual	https://www.taispo.com.tw/
China Sport Show	National Exhibition and Convention Center, Shanghai, China	Annual	http://www.chinaexhibition.com/OfficialSite/11-9566-China_Sport_Show_2018 - The 36th China International Sporting Goods Show 2018.html