

# The World Market for Decalcomanias: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for decalcomanias. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for decalcomanias for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Decalcomanias' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'decalcomanias' is 89241.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: DECALCOMANIAS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED DECALCOMANIAS IN 2024

### 3 EXPORTS

#### 3.1 AFRICA: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 MAURITIUS

##### 3.1.3 SOUTH AFRICA

##### 3.1.4 TUNISIA

#### 3.2 ASIA: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

##### 3.2.2 BRUNEI

##### 3.2.3 CAMBODIA

##### 3.2.4 CHINA

##### 3.2.5 HONG KONG

##### 3.2.6 INDIA

##### 3.2.7 INDONESIA

##### 3.2.8 JAPAN

##### 3.2.9 MALAYSIA

##### 3.2.10 SINGAPORE

##### 3.2.11 SOUTH KOREA

##### 3.2.12 SRI LANKA

##### 3.2.13 TAIWAN

##### 3.2.14 THAILAND

##### 3.2.15 THE PHILIPPINES

##### 3.2.16 VIETNAM

#### 3.3 EUROPE: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

##### 3.3.1 EXECUTIVE SUMMARY

- 3.3.2 AUSTRIA
- 3.3.3 BELARUS
- 3.3.4 BELGIUM
- 3.3.5 BULGARIA
- 3.3.6 CROATIA
- 3.3.7 DENMARK
- 3.3.8 FINLAND
- 3.3.9 FRANCE
- 3.3.10 GEORGIA
- 3.3.11 GERMANY
- 3.3.12 GREECE
- 3.3.13 HUNGARY
- 3.3.14 IRELAND
- 3.3.15 ITALY
- 3.3.16 LATVIA
- 3.3.17 LITHUANIA
- 3.3.18 LUXEMBOURG
- 3.3.19 NORWAY
- 3.3.20 POLAND
- 3.3.21 PORTUGAL
- 3.3.22 ROMANIA
- 3.3.23 RUSSIA
- 3.3.24 SLOVAKIA
- 3.3.25 SLOVENIA
- 3.3.26 SPAIN
- 3.3.27 SWEDEN
- 3.3.28 SWITZERLAND
- 3.3.29 THE CZECH REPUBLIC
- 3.3.30 THE NETHERLANDS
- 3.3.31 THE UNITED KINGDOM
- 3.3.32 UKRAINE
- 3.4 LATIN AMERICA: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024
  - 3.4.1 EXECUTIVE SUMMARY
  - 3.4.2 ARGENTINA
  - 3.4.3 BRAZIL
  - 3.4.4 COLOMBIA
  - 3.4.5 COSTA RICA
  - 3.4.6 EL SALVADOR
  - 3.4.7 GUATEMALA

3.4.8 HONDURAS

3.4.9 MEXICO

3.4.10 NICARAGUA

3.4.11 PANAMA

3.4.12 PERU

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE DOMINICAN REPUBLIC

3.5.4 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF DECALCOMANIAS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ISRAEL

3.7.3 PAKISTAN

3.7.4 SYRIA

3.7.5 THE UNITED ARAB EMIRATES

3.7.6 TURKEY

## 4 IMPORTS

### 4.1 AFRICA: DECALCOMANIAS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 COTE D'IVOIRE

4.1.5 EGYPT

4.1.6 ETHIOPIA

4.1.7 MADAGASCAR

4.1.8 MAURITIUS

4.1.9 MOROCCO

4.1.10 NAMIBIA

4.1.11 NIGERIA

4.1.12 SAO TOME E PRINCIPE

4.1.13 SENEGAL

4.1.14 SOUTH AFRICA

4.1.15 ZAMBIA

4.1.16 ZIMBABWE

## 4.2 ASIA: DECALCOMANIAS IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 CHINA

4.2.3 HONG KONG

4.2.4 INDIA

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MALAYSIA

4.2.8 SINGAPORE

4.2.9 SOUTH KOREA

4.2.10 SRI LANKA

4.2.11 TAIWAN

4.2.12 THAILAND

4.2.13 THE PHILIPPINES

4.2.14 VIETNAM

## 4.3 EUROPE: DECALCOMANIAS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

4.3.18 HUNGARY

4.3.19 ICELAND

4.3.20 IRELAND

- 4.3.21 ITALY
- 4.3.22 LATVIA
- 4.3.23 LITHUANIA
- 4.3.24 LUXEMBOURG
- 4.3.25 MACEDONIA
- 4.3.26 MALTA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE
- 4.4 LATIN AMERICA: DECALCOMANIAS IMPORTS IN 2024
  - 4.4.1 EXECUTIVE SUMMARY
  - 4.4.2 ARGENTINA
  - 4.4.3 BOLIVIA
  - 4.4.4 BRAZIL
  - 4.4.5 CHILE
  - 4.4.6 COLOMBIA
  - 4.4.7 ECUADOR
  - 4.4.8 EL SALVADOR
  - 4.4.9 GUATEMALA
  - 4.4.10 HONDURAS
  - 4.4.11 MEXICO
  - 4.4.12 NICARAGUA
  - 4.4.13 PANAMA
  - 4.4.14 PARAGUAY
  - 4.4.15 PERU
  - 4.4.16 URUGUAY
- 4.5 NORTH AMERICA & THE CARIBBEAN: DECALCOMANIAS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ARUBA
- 4.5.3 BARBADOS
- 4.5.4 CANADA
- 4.5.5 JAMAICA
- 4.5.6 THE BAHAMAS
- 4.5.7 THE DOMINICAN REPUBLIC
- 4.5.8 THE UNITED STATES
- 4.6 OCEANIA: DECALCOMANIAS IMPORTS IN 2024
  - 4.6.1 EXECUTIVE SUMMARY
  - 4.6.2 AUSTRALIA
  - 4.6.3 FIJI
  - 4.6.4 FRENCH POLYNESIA
  - 4.6.5 NEW ZEALAND
- 4.7 THE MIDDLE EAST: DECALCOMANIAS IMPORTS IN 2024
  - 4.7.1 EXECUTIVE SUMMARY
  - 4.7.2 ARMENIA
  - 4.7.3 BAHRAIN
  - 4.7.4 ISRAEL
  - 4.7.5 JORDAN
  - 4.7.6 KUWAIT
  - 4.7.7 LEBANON
  - 4.7.8 OMAN
  - 4.7.9 PAKISTAN
  - 4.7.10 QATAR
  - 4.7.11 TURKEY
  - 4.7.12 YEMEN

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