



DHL EXPORT BAROMETER 2020

COVID-19 HITS AUSTRALIAN EXPORTERS BUT SIGNS OF HOPE REMAIN

EXPORTER CONFIDENCE AT RECORD LOW

47%

Down from 69% in 2019, just 47% believe export revenues are likely to increase over the next year – the lowest since the study's inception 18 years ago

IMPACT ON EXPORT REVENUE

57%

Reported a decline in revenue in the last year

22%

On the upside, **1 in 5 increased income this year**

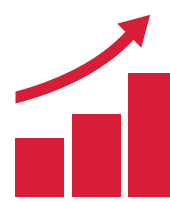
ROAD TO RECOVERY

57% expect revenue to bounce back to pre-pandemic levels before the end of 2021

Top reasons expected to drive revenue recovery include:



Increased customer demand
(54%)



Increased sales and marketing
(31%)



New products/services
(26%)



Focus on new export markets
(24%)