



DHL EXPORT BAROMETER 2020

OVERSEAS MARKETS AND CHALLENGES TO EXPORTING

AUSTRALIAN EXPORTERS STAYING CLOSE TO HOME

Top export destinations:

New Zealand

73%

up from **68%**
in 2019

North America

39%

down from **52%**
in 2019

South East Asia

36%

up from **29%**
in 2019

Largest declines in export activity:

UK

23%

down from **35%**
in 2019

Europe

30%

down from **36%**
in 2019

NEW DESTINATIONS

Although 65% of exporters have no plans to expand in new markets in 2021, **those who intend to do so are aiming to target:**

New Zealand

11%

South East Asia

10%

UK

10%

CHALLENGES EXPERIENCED WHEN EXPORTING

The most common problems encountered by exporters this year in light of the pandemic included:



Delays/ disruption
to freight deliveries
(54%)



Increase in
cost of freight
(51%)



Temporary closure of
local business operations
at destination
(29%)



Lack of demand
from customers
(28%)