

2020 Q4 SOURCING ACTIVITY BAROMETER

9.460.000

visitors worldwide

performed

18.130.000

searches

in

26

linguistic versions

targeting more than

200 000

products and services

Discover the top products sourced and countries targeted on EUROPAGES in the last quarter.

Did you know?

Every second, 2 searches

are carried out by B2B buyers on EUROPAGES to source products and services and find new suppliers. This sourcing activity generates a large amount of data indicating the behaviour of buyers.

In this quarterly barometer of sourcing activity, our Data & Analytics specialists at EUROPAGES present sourcing trends in different business sectors.

SEARCH DATA LAST QUARTER COMPARED TO SAME QUARTER PREVIOUS YEAR

Discover the top products sourced and countries targeted on EUROPAGES.

Top 20 products buyers searched for on EUROPAGES | Last Quarter

- | | |
|--|-----------------------------------|
| 1. Cosmetics | 11. Spare parts for cars |
| 2. Food - import-export | 12. Fabrics |
| 3. Fruits and vegetables - import-export | 13. Masks, safety |
| 4. Import-export - textile and clothing | 14. Coffee and tea |
| 5. Clothes, women's | 15. Clothes, children's and baby |
| 6. Clothing - import-export | 16. Steels and metals - machining |
| 7. Import-export - food and agriculture | 17. Ready-made garments - ladies' |
| 8. Agriculture - import-export | 18. Perfume and beauty products |
| 9. Clothes - second-hand | 19. Pharmaceutical products |
| 10. Footwear | 20. Olive oil |

Best increases in product searches | Last quarter vs. same period previous year

- | | |
|---|---|
| 1. Masks, safety +22517% | 11. Perfume +48% |
| 2. Gloves +130% | 12. Games and toys +45% |
| 3. Disposable medical and surgical articles +122% | 13. Dietary and organic foods +45% |
| 4. Cereals and grains +101% | 14. Childrenswear +44% |
| 5. Oils and resinoids +81% | 15. Food - import-export +39% |
| 6. Blankets, bedspreads, duvets and eiderdowns +79% | 16. Medical and surgical instruments +33% |
| 7. Candles +73% | 17. Consultants - construction and civil engineering +33% |
| 8. Cleaning and maintenance products, industrial +68% | 18. Pet foods +32% |
| 9. Medical Equipment +66% | 19. Machine tools - metal machining +32% |
| 10. Spices +53% | 20. Coffee and tea +31% |











Top 10 searching countries | Last Quarter

	<u>Change in rank</u>
1. France	idem
2. Italy	idem
3. Turkey	+2 places
4. Germany	-1 place
5. Spain	-1 place
6. United Kingdom	idem
7. Belgium	+2 places
8. Morocco	-1 place
9. United States	+7 places
10. Portugal	-2 places

Top 10 most targeted countries during searches | Last Quarter

	<u>Change in rank</u>
1. Italy	idem
2. Germany	idem
3. France	idem
4. Turkey	+1 place
5. Spain	-1 place
6. Belgium	idem
7. Poland	idem
8. Portugal	idem
9. Netherlands	+1 place
10. United Kingdom	-1 place

Top 10 countries sending “requests for quote” | Last Quarter

	<u>Var. vs. PY</u>	<u>Change in rank</u>
1. United Kingdom		+2 places
2. France		-1 place
3. Turkey		+3 places
4. Italy		-2 places
5. Spain		-1 place
6. Germany		+1 place
7. Morocco		-2 places
8. Belgium		idem
9. Russia		+1 place
10. United States		-1 place

Top 10 countries receiving “requests for quote” | Last Quarter

	<u>Var. vs. PY</u>	<u>Change in rank</u>
1. Italy	●	+1 place
2. France	●	-1 place
3. Germany	●	idem
4. Turkey	●	+1 place
5. Spain	●	-1 place
6. Belgium	●	idem
7. United Kingdom	●	idem
8. Poland	●	idem
9. Portugal	●	idem
10. Russia	●	idem

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**SEARCH DATA LAST QUARTER
COMPARED TO
PREVIOUS QUARTER**

Best increases in product searches | Quarter-1 vs. Quarter-2

1. Blankets, bedspreads, duvets and eiderdowns 63%
2. Cocoa and chocolate 50%
3. Electronic data processing - software 49%
4. Games and toys 42%
5. Childrenswear 36%
6. Bread, cakes and pastries 36%
7. Perfume 33%
8. Cheese 31%
9. Machine tools - metal machining 30%
10. Spices 29%
11. Consultants - construction and civil engineering 28%
12. Threads and yarns 26%
13. Oils and resinoids 24%
14. Textile - import-export 23%
15. Dried fruits 23%
16. Steels and metals - machining 21%
17. Organic cosmetics 21%
18. Cosmetics 21%
19. Import-export - food and agriculture 21%
20. Condiments, extracts and spices 20%

Top 10 searching countries | Quarter-1 vs. Quarter-2

	<u>Change in rank</u>
1. France	idem
2. Italy	idem
3. Turkey	+1 place
4. Germany	-1 place
5. Spain	idem
6. United Kingdom	idem
7. Belgium	idem
8. Morocco	+1 place
9. United States	+11 places
10. Portugal	-2 places











Top 10 most targeted countries during searches | Quarter-1 vs. Quarter-2

	<u>Change in rank</u>
1. Italy	idem
2. Germany	idem
3. France	idem
4. Turkey	idem
5. Spain	idem
6. Belgium	idem
7. Poland	idem
8. Portugal	idem
9. Netherlands	idem
10. United Kingdom	idem

Top 10 countries sending “requests for quote” | Quarter-1 vs. Quarter-2

	<u>Var.</u>	<u>Change in rank</u>
1. United Kingdom		+1 place
2. France		-1 place
3. Turkey		+1 place
4. Italy		-1 place
5. Spain		idem
6. Germany		idem
7. Morocco		+1 place
8. Belgium		+3 places
9. Russia		+6 places
10. United States		+9 places

Top 10 countries receiving “requests for quote” | Quarter-1 vs. Quarter-2

	<u>Var.</u>	<u>Change in rank</u>
1. Italy		+2 places
2. France		-1 place
3. Germany		-1 place
4. Turkey		idem
5. Spain		idem
6. Belgium		idem
7. United Kingdom		idem
8. Poland		idem
9. Portugal		idem
10. Russia		idem

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About EUROPAGES & wlw - Visible

EUROPAGES, the leading B2B international sourcing platform, and "Wer liefert was" (wlv), the leading B2B marketplace in German-speaking countries, together reach around 3,9 million B2B buyers per month searching for suppliers and products.

In combining these B2B marketplaces and other online marketing services, such as Google Ads and retargeting campaigns, the **Visible Group** was born.



visible
Online business made easy

EUROPAGES



Google
Partner