

2020 Q2 SOURCING ACTIVITY BAROMETER

9 250 000

visitors worldwide

performed

18 110 000

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. | Fabrics |
| 2. | Fruits and vegetables - import-export | 12. | Protective and work clothing |
| 3. | Food - import-export | 13. | Disposable medical and surgical articles |
| 4. | Clothes, women's | 14. | Footwear |
| 5. | Agriculture - import-export | 15. | Steels and metals - machining |
| 6. | Clothing - import-export | 16. | Clothes - second-hand |
| 7. | Gloves | 17. | Clothes, children's and baby |
| 8. | Import-export - textile and clothing | 18. | Spare parts for cars |
| 9. | Import-export - food and agriculture | 19. | Pharmaceutical products |
| 10. | Masks, safety | 20. | Marble and natural stones |

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

- | | |
|--|---|
| 1. Masks, safety +20817% | 11. Swimming pools, installations and equipment +124% |
| 2. PET +1075% | 12. Cereals and grains +115% |
| 3. Disposable medical and surgical articles +645% | 13. Fertilizers and soil conditioners +92% |
| 4. Gloves +594% | 14. Import-export - medical and surgical equipment +86% |
| 5. Safety equipment, work +467% | 15. Consultants - construction and civil engineering +85% |
| 6. Fabrics, nonwoven +267% | 16. Detergents and soaps - professional +85% |
| 7. Medical Equipment +152% | 17. Nuts and bolts +70% |
| 8. Protective and work clothing +134% | 18. Clothes, children's and baby +69% |
| 9. Cleaning and maintenance products, industrial +130% | 19. Electronic data processing - software +60% |
| 10. Medicine and surgery - apparatus and equipment +128% | 20. Feeds for animal farming +59% |

Top 10 searching countries | Last Quarter

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











Top 10 most targeted countries during searches | Last Quarter

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

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

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

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

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

1. Masks, safety 121%
2. Clothes, children's and baby 45%
3. Road transport - logistical services 39%
4. Disposable medical and surgical articles 36%
5. Childrenswear 34%
6. Cereals and grains 32%
7. Medical and surgical instruments 24%
8. Electronic data processing - software 22%
9. Feeds for animal farming 20%
10. Protective and work clothing 20%
11. Agriculture - import-export 18%
12. Medical Equipment 15%
13. Steels and metals - machining 13%
14. Machine tools - metal machining 12%
15. Air conditioning, aeration and ventilation equipment 10%
16. Marble and natural stones 8%
17. Lingerie, underwear and indoor clothing 7%
18. Mobile Phones 7%
19. Detergents and soaps - professional 6%
20. Bread, cakes and pastries 6%











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

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











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. Spain	idem
5. Turkey	idem
6. Belgium	idem
7. Portugal	+1 place
8. Poland	-1 place
9. Netherlands	idem
10. United Kingdom	+2 places

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

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

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

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

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About EUROPAGES & wlv - 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.



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Online business made easy

EUROPAGES



Google
Partner