

Experimental Statistics - Trade Survey for Wales: 2018

16 July 2020
SFR 80/2020

The pilot Trade Survey for Wales captured trade data from businesses based in Wales. This release presents the 2018 findings.

These are experimental statistics as the method employed is still in development, and there are some known data quality issues, highlighted throughout this release. Notably:

- Incomplete coverage means the estimates do not cover all trade activity in Wales and **should not be used to work out a trade balance, nor compared to total GVA/GDP.**
- As a voluntary survey, there are small sample sizes which affects detailed breakdowns and comparisons between 2017 and 2018.
- Some respondents provided estimated values in their responses so the values provided will have varying degrees of reliability.



In 2018, the total value of sales from businesses in Wales was estimated to be £101.3bn.

The total value of purchases by businesses in Wales was estimated to be £67.2bn

Key Points:

2018 Sales

- 71% (£72.1bn) of sales from businesses in Wales were goods and 29% (£29.2bn) were services;
- 50% of sales went to customers in Wales, 30% to other parts of the UK, 12% to the rest of the EU and 8% to the rest of the world.

2018 Purchases

- 79% (£53.4bn) of purchases by businesses in Wales were goods and 21% (£13.8bn) services;
- 20% of purchases came from Wales, 51% from other parts of the UK, 13% from the rest of the EU and 5% from the rest of the world. 12% of purchases were unallocated by region.

About this release

This release provides statistics on trade in goods and services from businesses in Wales.

This includes both sales and purchases. Findings are analysed by location, business size and sector. Locations include Wales, rest of UK, rest of EU and rest of world.

The methodology is still in development, therefore these are 'experimental' statistics. The sample excluded certain sectors and the survey does not cover direct consumer purchases.

For further information, see the [technical report](#) and [data tables](#).

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Trade Survey for Wales: 2018

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Glossary of terms

Key word	Definition
Exports	Sales to destinations outside of the UK.
Imports	Purchases from origin countries outside of the UK.
Large businesses	Businesses with 250 or more employees in the UK.
Medium businesses	Businesses with 50-249 employees in the UK.
Purchases	The purchase of any goods or services by a business, including sub-contracting of services, purchase of goods or services from other parts of respondent's business and purchases from suppliers.
Rest of EU (REU)	European Union member states (not including the United Kingdom).
Rest of UK (RUK)	All of the United Kingdom except Wales.
Rest of world (ROW)	Countries which are not in the European Union.
Sales	The sales of any goods or services by a business to a customer, including sub-contracting of services, provision of goods or services to other parts of respondent's business and sales to customers.
Small businesses	Businesses with 3-49 employees.
Total trade	The value of sales + purchases.
Unallocated	The value of any sales or purchases that was not possible to allocate or break down further.

Summary

Background

- The Trade Survey for Wales: 2018 (TSW) was an online survey, which captured information directly from businesses with operations in Wales to measure trade flows (in terms of sales and purchases of goods and services) to and from Wales for the years 2017 and 2018. Fieldwork ran from November 2019 – February 2020 and achieved a response rate of 13% (1,061 responses from 7,964).
- The data and analysis presented in this initial output focuses on 2018 results, though the 2017 results are available from the data tables.
- These are experimental statistics, since the estimates presented are derived from a new methodology that is still in a development phase and may have data quality issues. Some respondents could only provide estimated values in their responses so the values provided will have varying degrees of reliability.
- The following industry sectors were excluded from the sample: public administration; defence; human health and social work activities; activities of households as employers and extra-territorial organisations. The following businesses of certain legal statuses were also excluded: local authority organisations; central government; most non-profit bodies, though universities are included. Some other exclusions included some financial activities, some travel and tourism and personal service activities. For a detailed list of exclusions, please refer to the [Technical Report \(Appendix A\)](#).
- Within the analysis there are a number of instances where ‘unallocated’ sales or purchases data is highlighted, where the respondent was unable to allocate to a specific destination. This may have led to underestimates of the overall figures.
- For transparency, high-level TSW findings have been compared to existing estimates of international trade in order to illustrate the scale of, and the likely reasons for, differences observed.

2018 Sales

- The total value of sales from businesses in Wales was estimated to be £101.3bn.
- 50% (£50.6bn) of sales were made to customers in Wales, 30% (£30.1bn) to the rest of the UK, 12% (£11.7bn) to the rest of the EU and 8% (£7.8bn) to the rest of the world.
- 87% of businesses in Wales had sales to customers in Wales, 48% to the rest of the UK, 17% to the rest of the EU and 12% to the rest of the world.

Goods and service sales

- 71% (£72.1bn) of sales from businesses in Wales were goods and 29% (£29.2bn) were services.

- 40% (£28.9bn) of goods sales were made to customers in Wales, 33% (£24.1bn) to the rest of the UK, 16% (£11.3bn) to the rest of the EU and 10% (£7.2bn) to the rest of the World.
- In contrast, sales of services were more concentrated in Wales. 74% (£21.7bn) of services sales were made to customers in Wales, 21% (£6.1bn) to the rest of the UK, 2% (£0.5bn) to the rest of the EU and 2% (£0.6bn) to the rest of the World.

Sales by business size

- Large businesses accounted for 55% (£55.3bn) of sales, small businesses 26% (£26.7bn) and medium businesses 19% (£19.2bn).
- Goods made up the large majority of sales from medium and large businesses (72% and 81% respectively) with goods sales from small businesses at 51%.
- Small businesses sold 61% (£16.3bn) of their goods and services to customers in Wales; large businesses sold 49% (£27.2bn). Medium businesses sold slightly less to customers within Wales accounting for 37% (£7.0bn) of their sales, selling a slightly higher proportion to the rest of the UK (38%; £7.3bn).

Sales by sector

- *Manufacturing* accounted for 34% (£34.5bn) of all sales, followed by *trade, accommodation and transport* at 31% (£31.4bn). *Business and other services* accounted for 19% (£19.7bn) of all sales, while 9% (£8.6bn) came from *primary sector and utilities* and 7% (£7.1bn) from *construction*.

Sales to the UK

- Sales to the rest of UK accounted for 30% (£30.1bn) of all sales.
- 82% (£24.6bn) of these sales were made to England, 8% to Scotland (£2.4bn) and 2% (£0.5bn) to Northern Ireland.

International exports

- Exports from businesses in Wales accounted for 19% (£19.6bn) of all sales.
- 60% of the export value was to the rest of the EU and 40% to the rest of the world.
- France was the top export destination accounting for 22% (£4.3bn) of the value of exports, followed by China at 10% (£1.9bn), the Netherlands at 10% (£1.9bn), Germany at 9% (£1.7bn) and the USA at 8% (£1.6bn).
- *Other manufactured goods* was the export product category with the highest value, accounting for 24% (£4.7bn) of total exports. *Fabricated metal products* was the second largest accounting for 20% (£4.0bn) followed by *Machinery and equipment* 16% (£3.1bn).

2018 Purchases

- The total value of purchases by businesses in Wales was estimated to be £67.2bn.
- 51% (£34.3bn) of the value of purchases by businesses in Wales came from the rest of the UK, 20% (£13.2bn) from Wales, 13% (£8.6bn) from the rest of the EU and 5% (£3.3bn) from the rest of the world.
- 81% of businesses in Wales made purchases from Wales, 67% from the rest of the UK, 22% from the rest of the EU and 10% from the rest of the world.

Goods and service purchases

- 79% (£53.4bn) of purchases by businesses in Wales were goods and 21% (£13.8bn) were services.
- 54% (£29.0bn) of goods purchased by businesses in Wales were from the rest of the UK, 15% (£8.1bn) from Wales, 15% (£7.9bn) from the rest of the EU and 6% (£3.0bn) from the rest of the World.
- The split between Wales and the rest of the UK was more even for services, with 38% (£5.3bn) of services purchased by businesses in Wales from the rest of the UK, 37% (£5.1bn) from Wales, then 5% (£0.7bn) from the rest of the EU and 2% (£0.3bn) from the rest of the world.

Purchases by business size

- 60% (£40.0bn) of all purchases were made by large businesses, 22% (£15.1bn) made by small businesses and 18% (£12.1bn) made by medium businesses.
- All business sizes purchased more goods than services: 81% of large business purchases were goods, 74% for medium businesses and 79% for small businesses.
- The majority of all purchases across all size bands were from the rest of the UK – accounting for 58% (£23.3bn) of large business purchases, 42% (£6.3bn) for small businesses, and 39% (£4.7bn) for medium.

Purchases by sector

- 42% (£28.2bn) of all purchases were made by the *manufacturing sector*, followed by *trade, accommodation and transport* at 27% (£18.3bn), *Business and other services* at 11% (£7.2bn), *construction* at 12% (£8.0bn) and *primary sector and utilities* at 8% (£5.5bn).

Rest of UK Purchases

- Purchases from the rest of the UK accounted for 51% (£34.3bn) of total purchases.
- The vast majority of these purchases were from England: 85% (£29.1bn) of purchases were from England; 11% (£3.7bn) in Scotland and 2% (£0.6bn) in Northern Ireland.

International imports

- Imports to businesses in Wales accounted for 18% (£11.9bn) of all purchases.
- 72% (£8.6bn) of the import value was from the rest of the EU and 28% (£3.3bn) from the rest of the World.
- Most imports came from Germany (15%; £1.7bn), followed by Belgium (8%; £1.0bn), China (6%; £0.8bn); the Netherlands (6%, £0.7bn) and the USA (5% (£0.6bn).
- *Other manufactured goods* was the top import product category with the highest value, accounting for 12% (£1.5bn) of total imports. *Manufactured wood and products of wood and cork* was the second largest (12%; £1.4bn); followed by *Machinery and equipment* (7%; £0.8bn).

Total Trade Value

- The total trade value (sales + purchases) for businesses in Wales was £168.4bn.
- To give an overview of the relative importance of broad markets, 76% (£128.2bn) of total trade was within the UK, split almost evenly between the rest of the UK (38%; £64.5bn), and Wales (38%; £63.8bn); 12% (£20.3bn) was with the rest of the EU and 7% (£11.1bn) with the rest of the world.

1. Background

- 1.1 The Welsh Government's Trade Policy: The Issues for Wales (2018) called for improved evidence to underpin trade policy decisions, and highlighted gaps in the trade data for Wales as well as potential methodological issues identified with existing data sources¹. Much of the existing Wales data on international trade in goods are modelled estimates based on apportioned employment numbers from the UK, rather than direct data collections. This means that the data for Wales may not reflect accurately the dependency of Welsh business units on specific export markets.
- 1.2 There is no official data source on intra-UK trade, although the value of Wales' trade with the rest of the UK was believed to be several times greater than for international trade.
- 1.3 The Trade Survey for Wales: 2018 (TSW) was piloted in 2019 with the aim of capturing robust information directly from businesses on trade flows to and from Wales for the years 2017 and 2018.
- 1.4 Welsh Government commissioned IFF Research (IFF) to deliver the pilot survey, analyse, and report its results. This release presents the findings from this new analysis.
- 1.5 An overall response rate of 13% was achieved for the TSW 2018 (1,061 responses from 7,964²). The analysis within this release uses survey data from the 1,054 respondents who completed the *sales* section and the 964 respondents who completed the *purchases* section.

Experimental Statistics

- 1.6 The data and analysis presented in this initial output are badged as experimental statistics. This is to inform users that the estimates presented derive from a new methodology that is still in a development phase and may have data quality issues. However, the data and analysis are still of value provided that users view them in the context of the data quality information provided.
- 1.7 Experimental statistics are published in order to involve users and stakeholders in their development, with a view to improving their quality over time. These estimates will remain experimental while development work continues to improve their coverage and quality.
- 1.8 Limitations which have led to these statistics being badged as experimental include;

¹ HM Revenue and Customs (HMRC) administer current trade statistics on the movement of goods, sourced from customs import and export entries for non-EU trade and otherwise from the EU-wide Intrastat system. The HMRC data does not include trade in services. The Office for National Statistics (ONS) administer an Annual Survey of International Trade in Services (ITIS) that produces experimental statistics at the Wales-level. However, information on destination of services exports is only available for some sub-sectors and only recently have experimental statistics been published for Wales on imports of services.

² A total of 36 businesses were deducted from the total possible sample of 8,000 in order to calculate the TSW response rate (these businesses had letters returned to IFF and no alternative details could be sourced). For more information, please refer to the [Technical Report](#).

- incomplete coverage of businesses, sectors and total Welsh trade which means the estimates do not cover all trade activity in Wales and should not be used to work out a trade balance. For example, only business purchases are covered, therefore direct to consumer purchases are missing. This means Welsh consumer spending abroad (tourism imports) and consumer spending in other parts of the UK has not been captured, whereas expenditure of tourists buying from businesses in Wales is captured;
- the survey was voluntary which has led to small sample sizes for some breakdowns, base sizes are clearly stated beneath figures and tables. This particularly affects estimates for trade from the *Primary sector and utilities* and the *construction* sector;
- feedback suggests that some businesses found it difficult to allocate sales to customers based in other parts of the UK. This particularly affected the retail sector and businesses in close proximity to the Wales-England border;
- respondents were asked to allocate trade based on their immediate partner in the supply chain, not the original source or final destination of a purchase or sale. The movement of goods through supply chains within the UK may therefore mask an international origin or final destination in the TSW results, which may be of particular significance for the retail sector using distribution hubs within the UK;
- the new method employed is still in development and is subject to change while the volatility of estimates are tested and ways to further improve their quality explored; and
- comparisons between 2018 and 2017 are only presented at the highest levels, since the sample was drawn from the 2018 version of the IDBR so more granular comparisons are unreliable. However, the 2017 data can be found in the accompanying data tables published online.

More detail on the limitations of the data can be found in the [Data Quality Considerations](#) section below, and in the accompanying [Technical Report](#).

- 1.9 Data within this release have been subject to rounding, so small rounding discrepancies may exist.
- 1.10 Over the coming months we intend to develop these estimates further by bringing in data from other surveys which will allow us improve the coverage and quality of the TSW estimates. We will seek feedback on these plans and on the outputs of the first round of TSW results from users and other producers of trade statistics. Feedback can be sent to stats.trade@gov.wales.

- 1.11 The data provided in this release complement existing trade statistics: HM Revenue & Customs (HMRC) produce trade statistics for goods using administrative data, and the Office for National Statistics (ONS) produce trade statistics for services using survey data. A discussion on the comparability and coherence of these statistics can be found in this release. For transparency, high-level TSW findings have also been compared to existing estimates of international trade in order to illustrate the scale of, and the likely reasons for, the differences observed ([Annex A](#)).

2. Sales

- 2.1 This section presents the TSW findings in relation to sales and exports for 2018, with high-level references to changes from 2017. It includes an overview of sales, followed by details of:
- Sales within Wales
 - Sales outside of Wales (Rest of UK and international exports)
 - Rest of UK sales
 - International exports
 - Exports to the EU
 - Exports outside the EU
- 2.2 Businesses responding to the TSW were asked to indicate whether they had made sales of goods and/or services in the 2017 and 2018 calendar years, and provide the total value of these sales in each year. They were then asked to break down their sales of goods and/or services by broad destination. If any sales of goods or services were made to the rest of the UK, businesses were asked to identify which UK countries (England, Scotland and Northern Ireland) they sold to, and the value of sales to each country.
- 2.3 Any businesses exporting goods or services outside of the UK were asked for the top five goods or services they exported in each year, followed by the approximate value each good or service. Finally, businesses exporting goods or services outside of the UK were asked to identify the top five destination countries for their exports of goods or services, followed by the approximate value of sales to each.

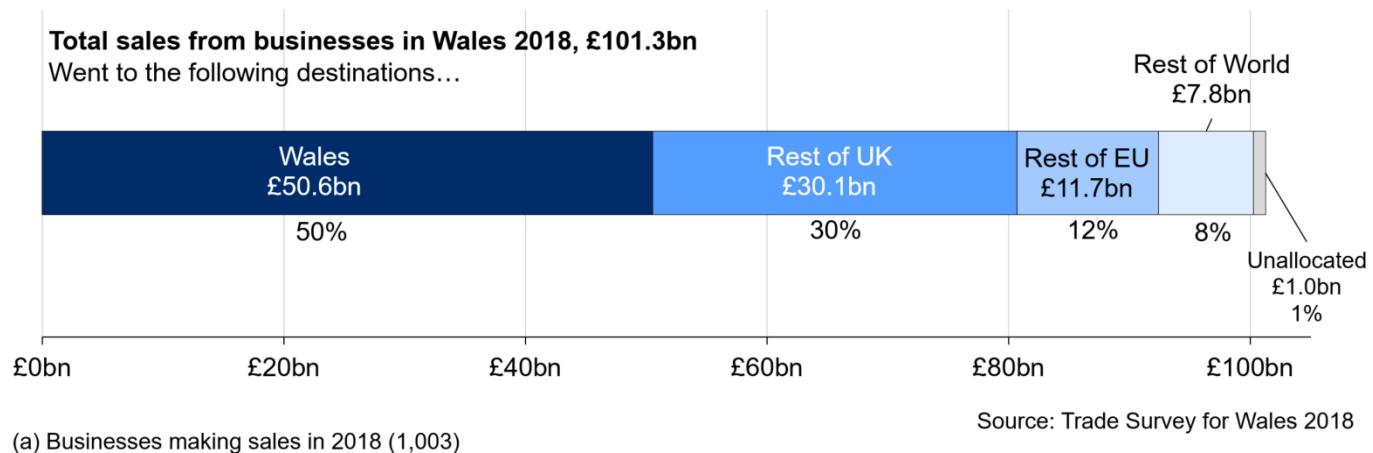
Overview of sales

- 2.4 The total value of sales from Wales in 2018 was estimated to be £101.3bn, an increase of 7% on the previous year (£95.0bn). In 2018 goods accounted for 71% (£72.1bn) of total sales, and services accounted for 29% (£29.2bn), [Figure 1 and Figure 2].

Sales of goods and services by destination

- 2.5 Half of all sales were made to customers within Wales, with just under a third to the rest of the UK. In 2018, 50% (£50.6bn) of total sales by businesses in Wales were made within Wales, 30% (£30.1bn) went to the rest of the UK, 12% (£11.7bn) went to the rest of the EU and 8% (£7.8bn) went to the rest of the world. Unallocated sales accounted for 1% (£1.0bn)³ [Figure 1].

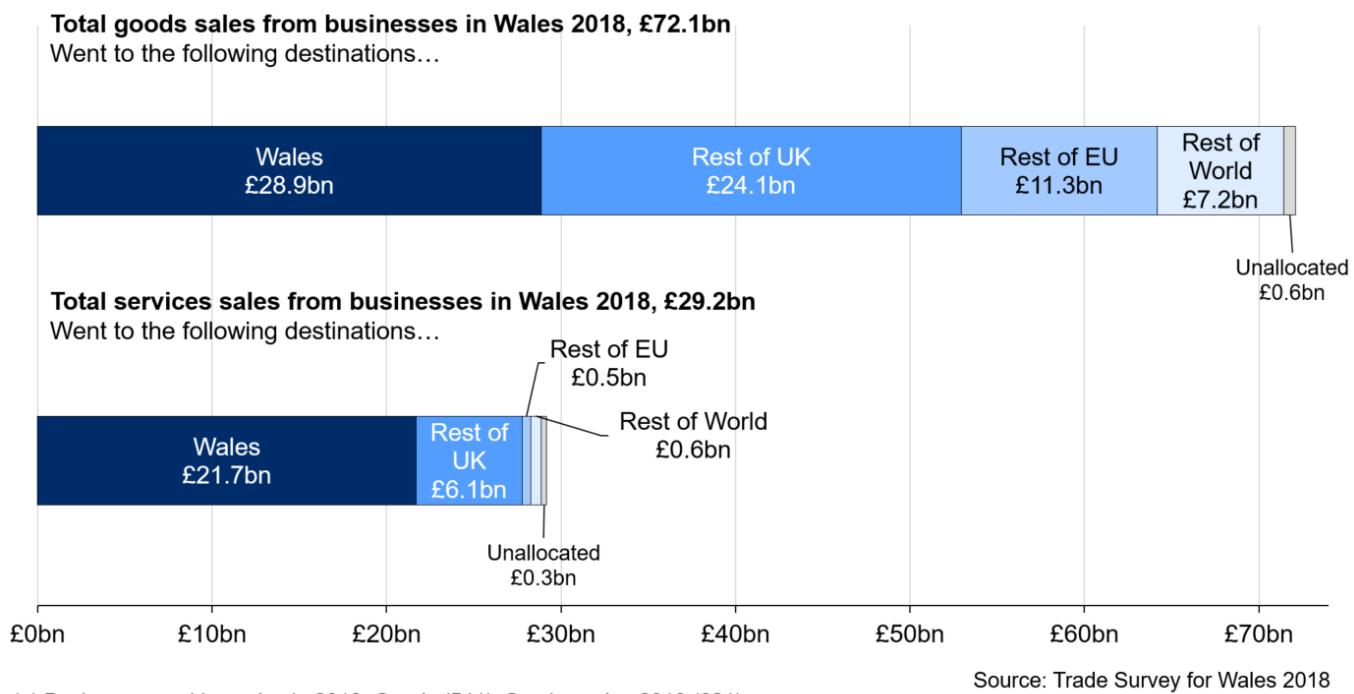
Figure 1: Total sales by destination, 2018 (a)



³ Unallocated turnover exists where businesses made sales but were not able to allocate it to a destination. More information about unallocated sales can be found in the [data considerations](#) section in this release.

- 2.6 Services sales were predominantly made within the UK, with almost three quarters (£21.7bn) of services sales within Wales, and just over a fifth of services sales going elsewhere in the UK. Goods sales showed a greater split across destinations; 40% (£28.9bn) were made within Wales, 33% (£24.1bn) to the rest of the UK, 16% (£11.3bn) to the rest of the EU and 10% (£7.2bn) went to the rest of the world [Figure 2].

Figure 2: Total sales by destination and split by goods and services, 2018 (a)

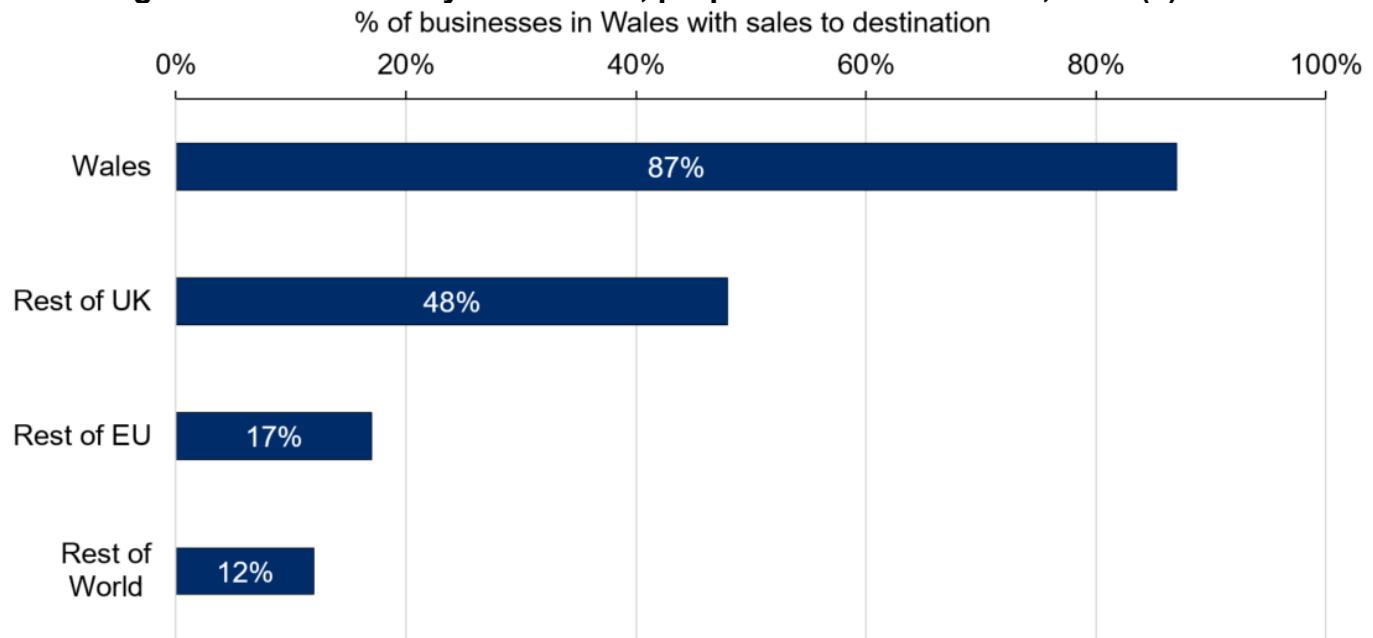


(a) Businesses making sales in 2018. Goods (541), Service sales 2018 (621)

Sales by destination, proportion of businesses

- 2.7 The vast majority of businesses in Wales made sales within Wales, with just under half making sales to the rest of the UK in 2018. A much lower proportion of businesses exported products internationally, with 17% exporting to the rest of the EU and 12% exporting beyond the EU [Figure 3].

Figure 3: Total sales by destination, proportion of businesses, 2018 (a)



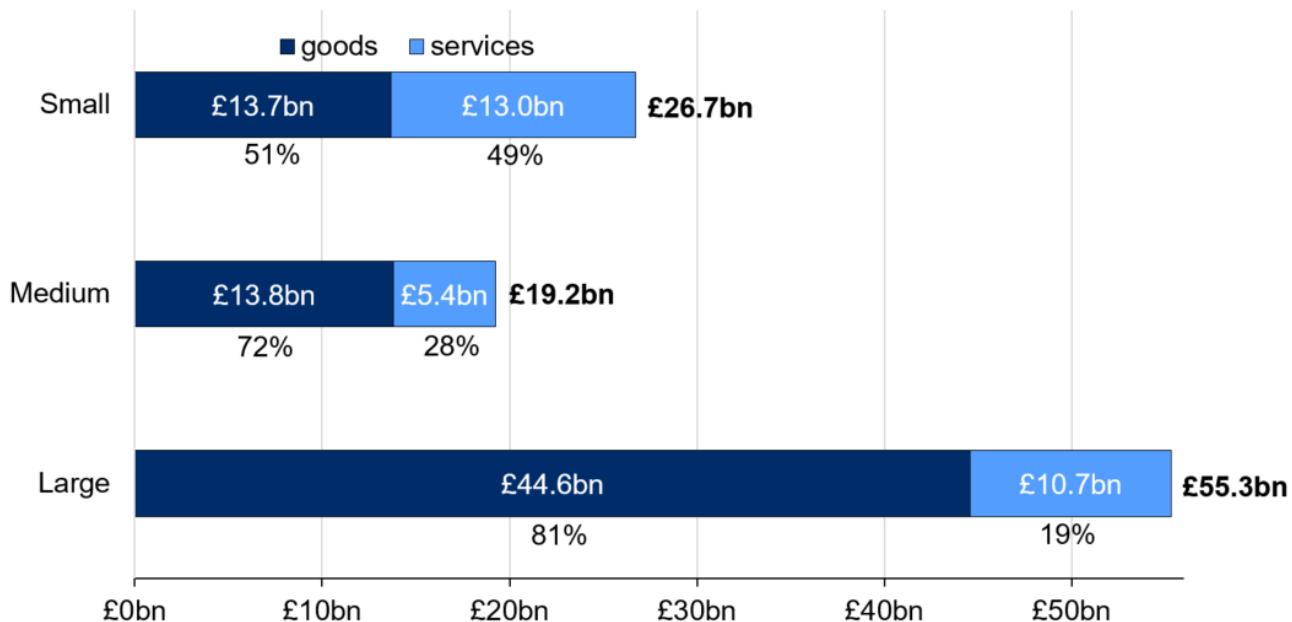
Source: Trade Survey for Wales 2018

All businesses with sales of goods and services in 2018 (1,003)

Sales (goods and services) by business size

- 2.8 In 2018, more than half of all sales were from large businesses⁴ (£55.3bn), just over a quarter from small businesses (£26.7bn) and nearly a fifth from medium businesses (£19.2bn). Within the medium and large size bands most sales made in 2018 came from goods, accounting for 81% of sales among large businesses and 72% of sales among medium sized businesses. Sales among small businesses were more evenly split, with 51% of sales coming from goods and 49% from services [Figure 4].

Figure 4: Value of sales and proportional split between goods and services by business size, 2018 (a)



Source: Trade Survey for Wales 2018

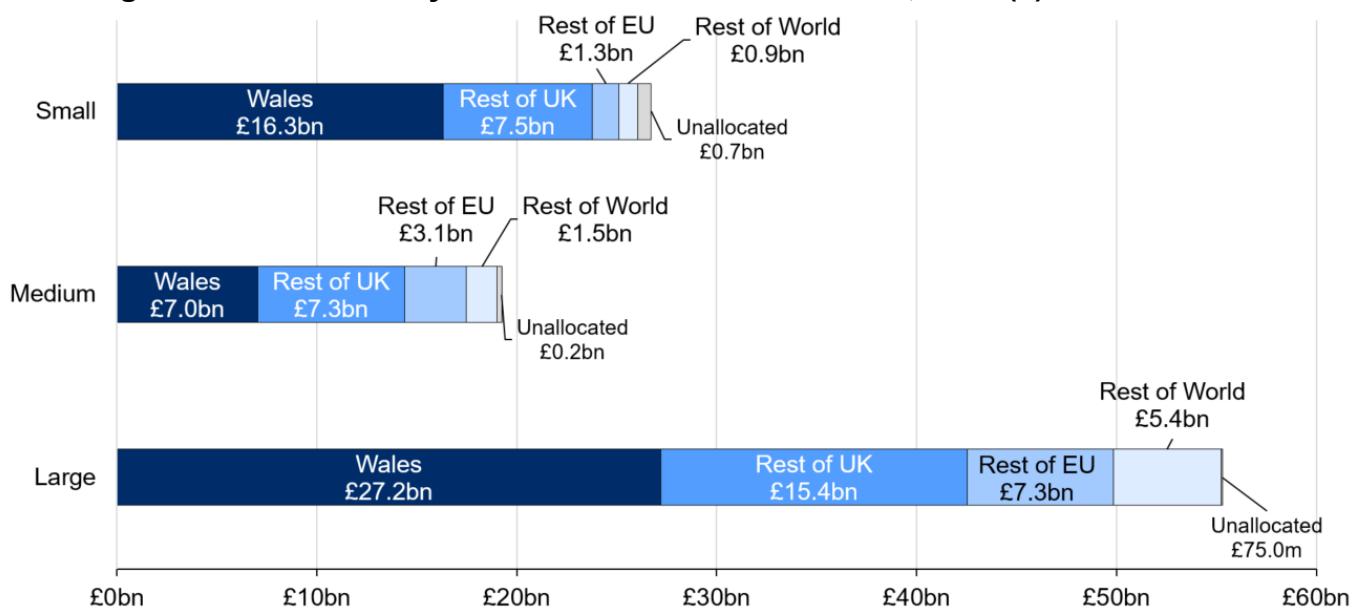
(a) Businesses with sales 2018. Small (580), Medium (278) and Large (145).

⁴ Throughout this release, analysis of business size has been based on the size of each business according UK employment values (captured within the IDBR). More information about this can be found in the [Technical Report](#).

Sales by business size and destination

- 2.9 At least three quarters of all sales across all business size bands were made within the UK in 2018, with small businesses making the highest proportion of their sales within the UK at 89% (£23.8bn). Small businesses sold 61% (£16.3bn) of their goods and services within Wales, with 28% (£7.5bn) sold to the rest of the UK and 9% (£2.3bn) of sales internationally. Large businesses sold 49% (£27.2bn) to customers in Wales, 28% (£15.4bn) to the rest of the UK, and 23% internationally (£12.7bn). By contrast, medium businesses sold slightly more to the rest of the UK (38%; £7.3bn) compared to Wales (37%; £7.0bn), with 24% (£4.6bn) of their sales made internationally. Small businesses had the highest amount of unallocated sales⁵ [Figure 5].

Figure 5: Total sales by business size and destination, 2018 (a)



Source: Trade Survey for Wales 2018

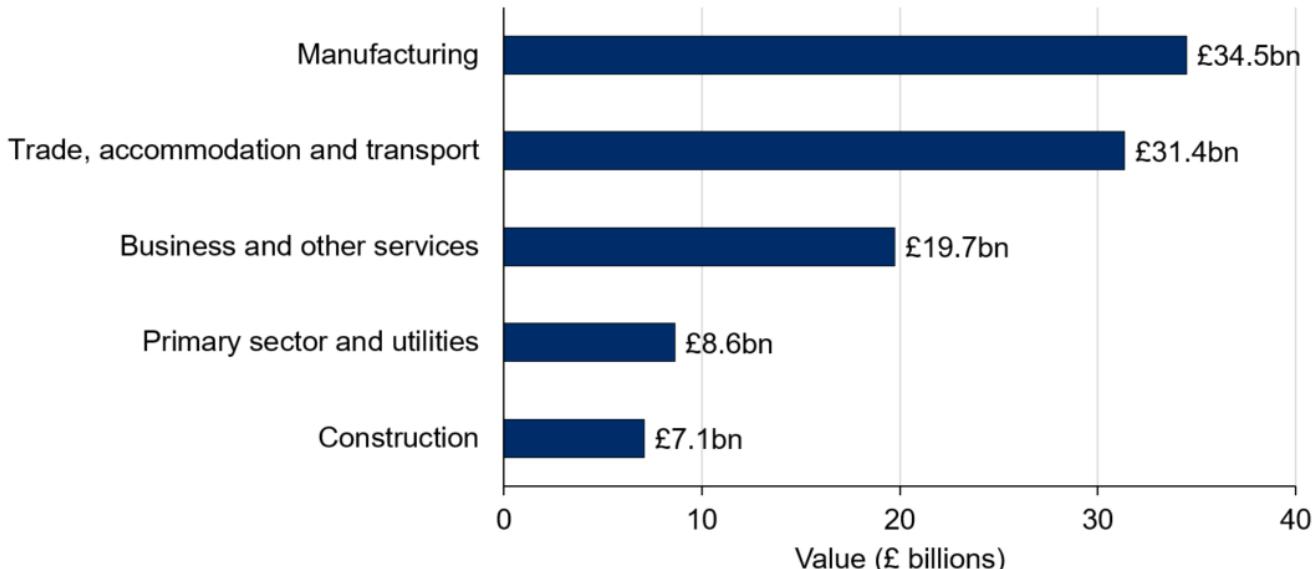
(a) Businesses with sales 2018. Small (580), Medium (278) and Large (145)

⁵ Unallocated turnover exists where businesses made sales but were not able to allocate it to a destination. More information about unallocated sales can be found in the [data quality considerations](#) section in this release.

Sales by sector⁶

- 2.10 In 2018, the *manufacturing* sector had the highest value of overall sales accounting for a third of all sales from businesses in Wales. *Manufacturing* accounted for 34% (£34.5bn) of all sales, followed by *trade, accommodation and transport*, which accounted for 31% (£31.4bn). *Business and other services* accounted for 19% (£19.7bn), with 9% (£8.6bn) from *primary sector and utilities* and 7% (£7.1bn) from *construction* [Figure 6].

Figure 6: Total sales value by business sector, 2018 (a)



Source: Trade Survey for Wales 2018

- (a) Businesses with sales 2018. Manufacturing (175), Trade, accommodation and transport (379), Business and other services (317), Primary sector and utilities (43) and Construction (89).

⁶ More information about the sector groupings used throughout this release can be found in the accompanying [Technical Report](#).

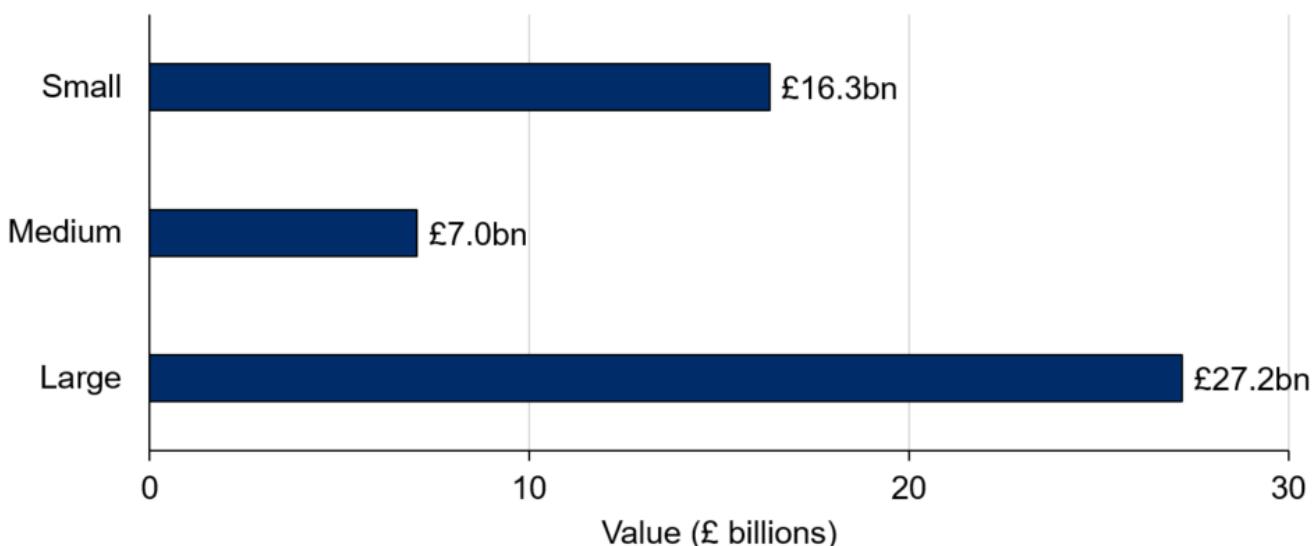
Sales within Wales

- 2.11 Approximately half of all sales in 2018 were made within Wales. Sales made within Wales were £50.6bn in 2018 [Figure 1].

Sales within Wales by business size

- 2.12 In 2018, 54% (£27.2bn) of all sales within Wales were from large businesses. Small businesses accounted for 32% (£16.3bn) of total sales within Wales and medium businesses accounted for 14% (£7.0bn) [Figure 7].

Figure 7: Sales within Wales by business size, 2018 (a)



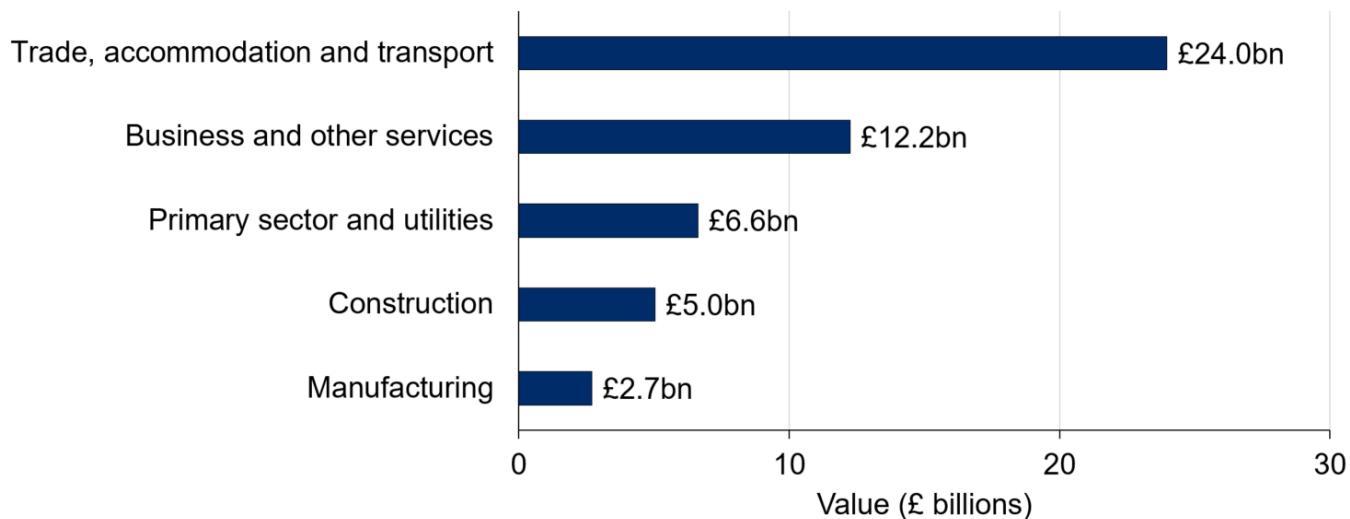
Source: Trade Survey for Wales 2018

(a) Businesses making sales within Wales 2018. Small (518), Medium (242) and Large (131)

Sales within Wales by sector

- 2.13 The *trade, accommodation and transport* sector made the most sales within Wales in 2018, while the *manufacturing* sector made the fewest. This is in contrast to overall sales, where *manufacturing* had the highest value of sales, highlighting that this sector is more focused on selling to markets outside of Wales.
- 2.14 In 2018, 47% (£24.0bn) of all sales within Wales were in the *trade, accommodation and transport* sector. *Business and other services* accounted for 24% (£12.2bn) of all sales within Wales in 2018 [Figure 8].

Figure 8: Sales within Wales by business sector, 2018 (a)



Source: Trade Survey for Wales 2018

(a) Businesses making sales within Wales in 2018. Trade, accommodation and transport (351), Business and other services (277), Primary sector and utilities (35), Construction (85) and Manufacturing (143).

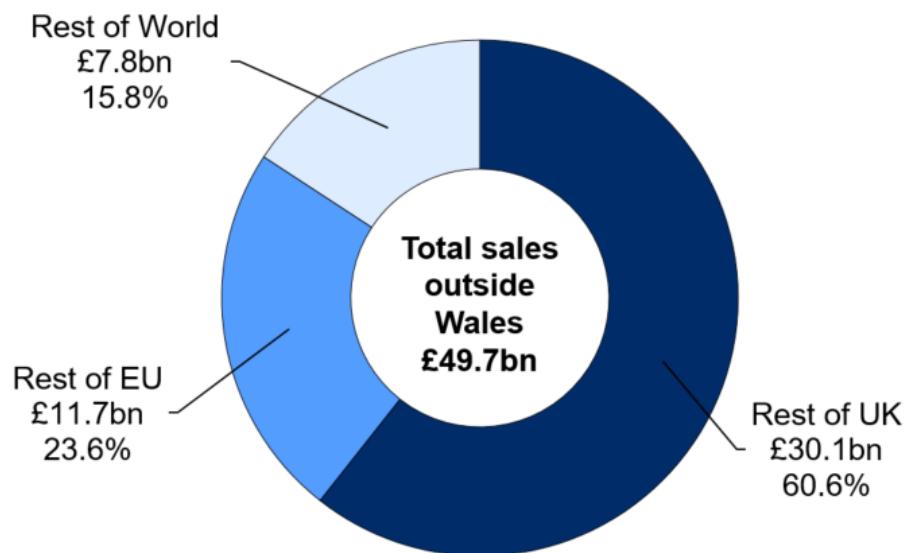
Sales outside Wales (Rest of UK and international exports)

- 2.15 In 2018, sales outside of Wales accounted for approximately half of all sales, with a value of £49.7bn. The vast majority of these sales were goods. Goods sales accounted for 86% (£42.6bn) of sales outside of Wales and services 14% (£7.2bn) [Figure 1 and Figure 2].

Sales outside Wales (RUK and international exports) by destination

- 2.16 In 2018, the majority of sales outside of Wales were made to customers in the rest of the UK. Almost a quarter of sales were made to the rest of the EU and the remainder to the rest of the world [Figure 9].

Figure 9: Breakdown of sales outside Wales (rest of UK and international exports) by destination, 2018 (a)



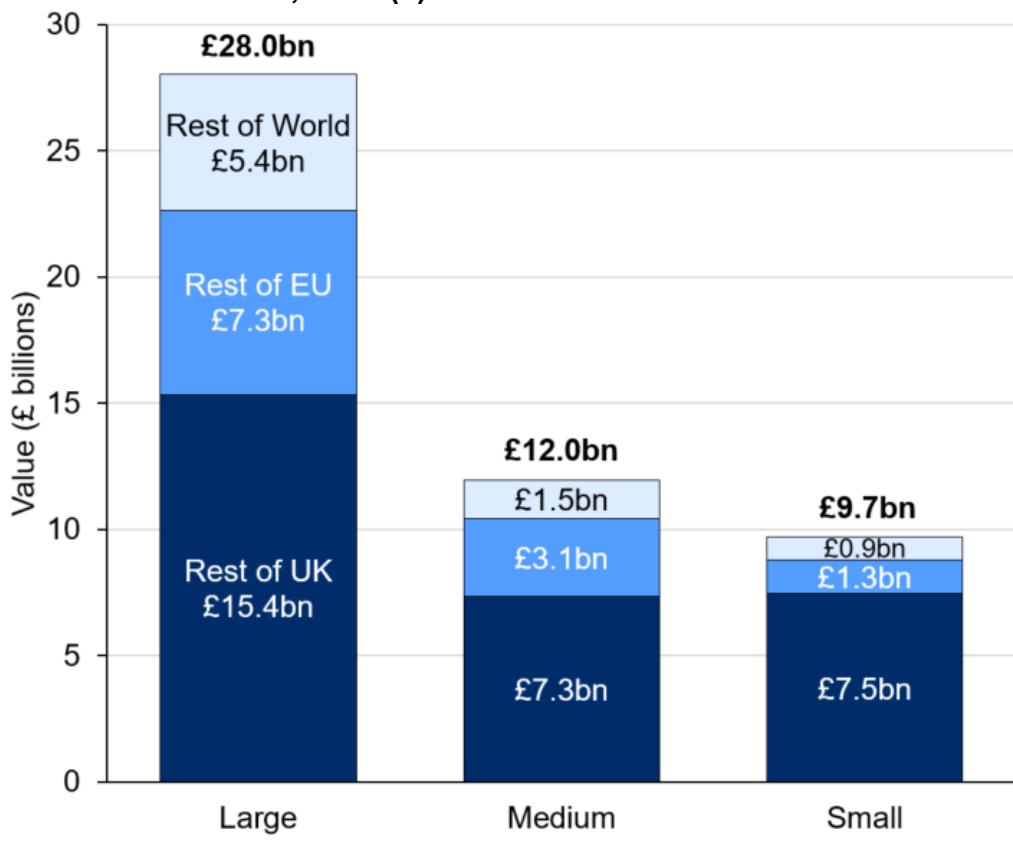
Source: Trade Survey for Wales 2018

(a) Businesses with sales outside of Wales (552)

Sales outside Wales (RUK and international exports) by business size

- 2.17 In 2018, large businesses made just over half of all sales outside of Wales (56%; £28.0bn), followed by medium business with 24% (£12.0bn), and small businesses with 20% (£9.7bn) of all sales outside of Wales [Figure 10].
- 2.18 Across all business size bands, the majority of sales outside of Wales went to the rest of the UK. Small business sales outside of Wales went mostly to the rest of the UK at 77% (£7.5bn), compared with 61% (£7.3bn) of medium business sales outside of wales and 55% of large business sales (£15.4bn) [Figure 10].

Figure 10: Sales outside Wales (rest of UK and international exports) by business size, 2018 (a)



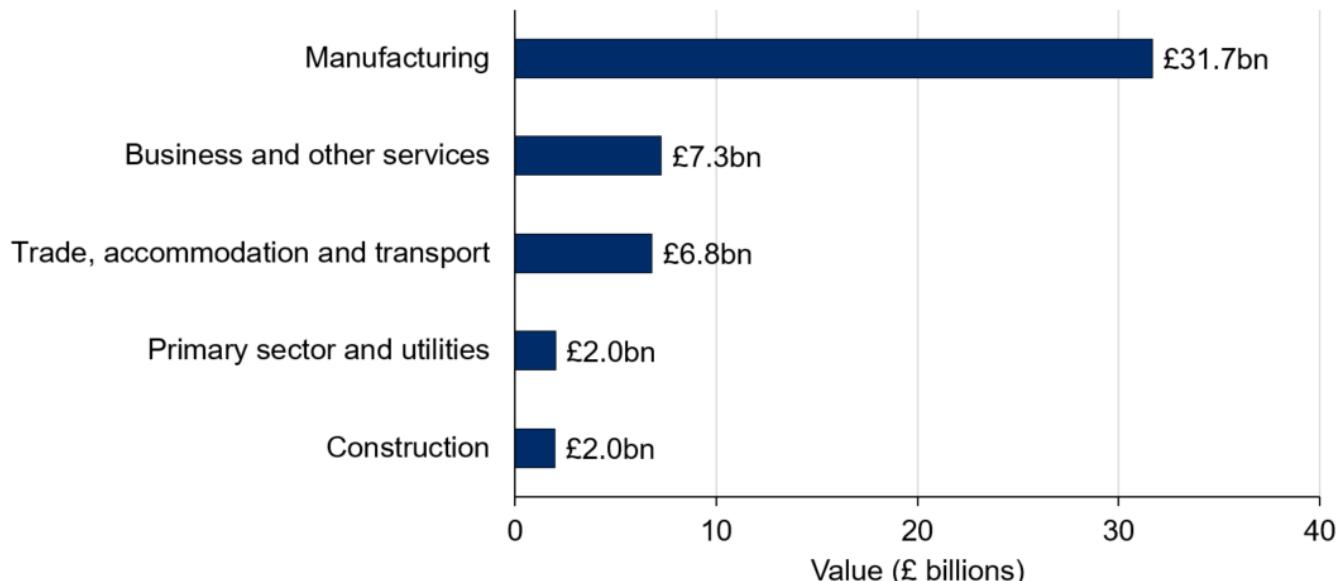
Source: Trade Survey for Wales 2018

(a) Businesses making sales outside Wales in 2018. Small (316), medium (172) and large (64).

Sales outside Wales (RUK and international exports) by sector

- 2.19 Almost two thirds of all the sales made outside of Wales were from businesses in the *manufacturing* sector (64%; £31.7bn) [Figure 11].

Figure 11: Sales outside Wales (rest of UK and international exports) by business sector, 2018 (a)

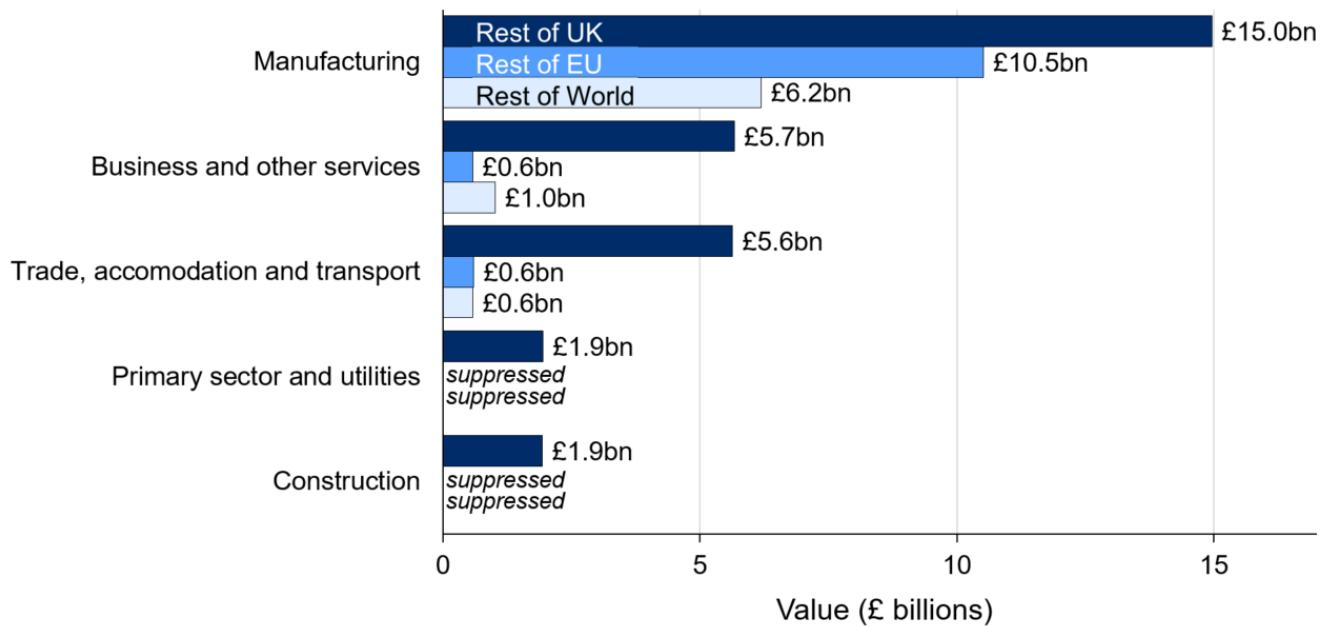


Source: Trade Survey for Wales 2018

(a) Businesses making sales outside Wales 2018. Manufacturing (158), Business and other services (185), Trade accommodation and transport (148), Primary sector and utilities (26) and Construction (35).

2.20 Across all sectors, sales outside of Wales most commonly went to the rest of the UK. Manufacturing accounted for the highest value of rest of UK sales with £15.0bn, although this accounted for just under half (47%) of all manufacturing sales outside of Wales. This was a lower proportion than all other sectors, where between 78% (business and other services) and 98% (construction) of all sales outside of Wales were to the rest of the UK [Figure 12].

Figure 12: Sales outside Wales (rest of UK and international exports) by destination and business sector, 2018 (a)



Source: Trade Survey for Wales 2018

(a) Businesses making sales outside Wales 2018. Manufacturing (158), Business and other services (185), Trade accommodation and transport (148), Primary sector and utilities (26) and Construction (35).

Sales to REU and ROW from Primary sector and utilities and Construction have been suppressed due to low survey response.

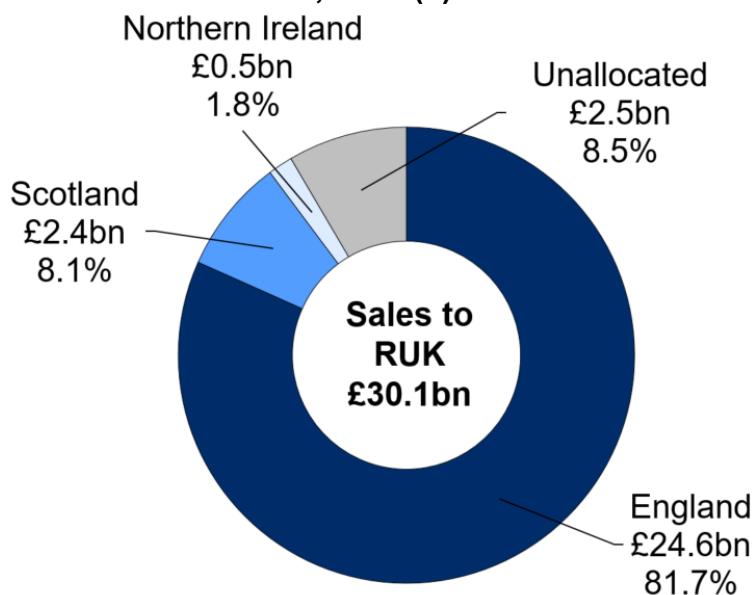
Rest of UK sales

- 2.21 Rest of UK sales accounted for under a third of total sales from Wales, with a value of £30.1bn in 2018, equivalent to 30% of total sales.

Sales to RUK by destination

- 2.22 The vast majority of rest of UK sales were to England. These sales accounted for 82% (£24.6bn) of rest of UK sales from Wales, with 8% (£2.4bn) going to Scotland and 2% (£0.5bn) to Northern Ireland.
- 2.23 There was a relatively high level of unallocated rest of UK sales (8%; £2.5bn). A number of businesses fed back that they found it difficult to break down UK sales by individual country, as this information was not recorded on their accounting systems [Figure 13]⁷.

Figure 13: Sales to RUK, 2018 (a)



Source: Trade Survey for Wales 2018

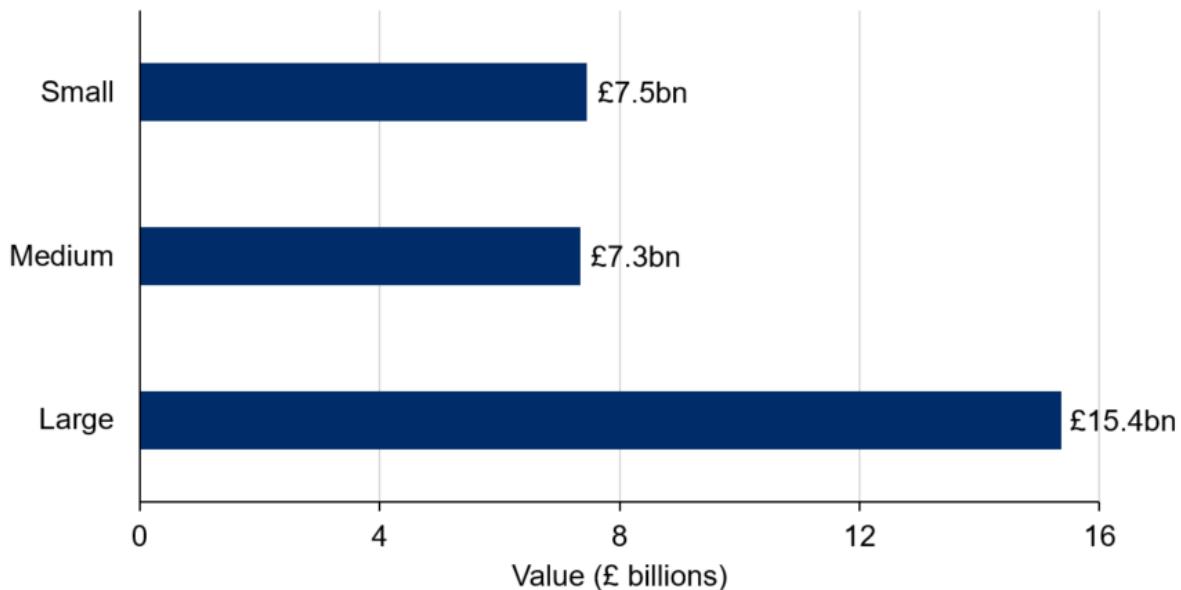
(a) Businesses with sales to RUK (541)

⁷ Unallocated turnover exists where businesses made sales to RUK but were not able to allocate it to England, Scotland or Northern Ireland. More information about unallocated sales can be found in the [data quality considerations](#) section.

Sales to RUK by business size

- 2.24 In 2018, just over half of all sales (51%; £15.4bn) to the rest of the UK were made by large businesses; the remainder was split almost equally between medium and small businesses (£7.3bn and £7.5bn respectively) [Figure 14].

Figure 14: Sales to RUK by business size, 2018 (a)



Source: Trade Survey for Wales 2018

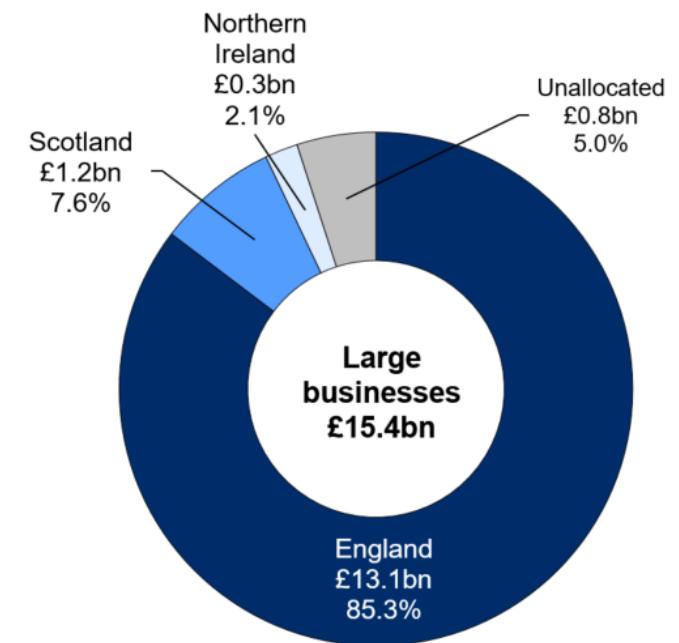
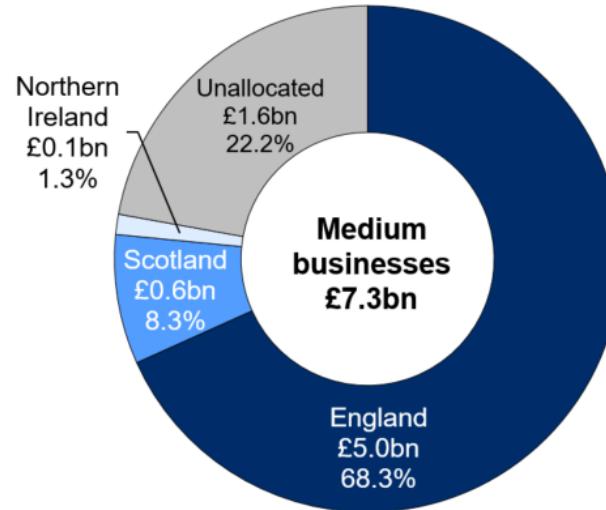
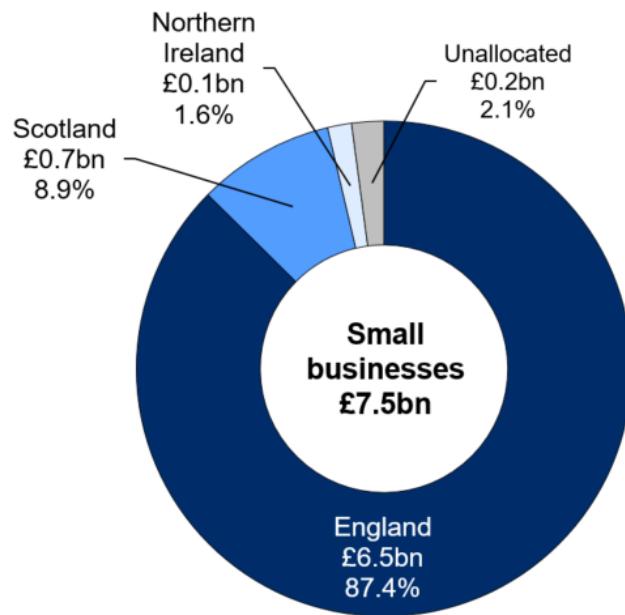
(a) Businesses with sales to RUK in 2018. Small (312), Medium (168) and Large (61).

Sales to RUK by business size and destination

- 2.25 Across all business size bands, the majority of rest of UK sales were to England in 2018. Sales to England accounted for a similar proportion of rest of UK sales for small and large businesses at 87% and 85% respectively, with a smaller proportion from medium businesses at 68%. However, 22% of rest of UK sales by medium sized businesses remained unallocated⁸, which may account for this lower proportion of allocated sales to England [Figure 15]

⁸ Unallocated turnover exists where businesses had sales to RUK but were not able to allocate it to England, Scotland or Northern Ireland. More information about unallocated sales can be found in the [data quality considerations](#) section in this release.

Figure 15: Sales to RUK by country and business size (2018) (a)



Source: Trade Survey for Wales 2018

(a) Businesses with sales to RUK in 2018. Small (312), Medium (168) and Large (61).

Sales to RUK by sector

2.26 Across all sectors, the majority of rest of UK sales went to England. Overall England accounted for 82% of sales to the rest of the UK. 50% (£15.0bn) of rest of UK sales were made by the *manufacturing* sector [Table 1]. A significant proportion of sales to the rest of the UK remained unallocated; hence, these results may be underestimated⁹.

Table 1: Sales to RUK by business sector, 2018 (£ millions)

Business Sector (a)	Total	England	Scotland	Northern Ireland	Unallocated
Manufacturing	14,964	12,844	1,572	352	196
Business and other services	5,670	5,063	309	49	249
Trade, accommodation and transport	5,635	4,416	400	115	704
Primary sector and utilities	1,947	761	30	*	*
Construction	1,932	1,542	135	*	*
Total	30,148	24,626	2,445	529	2,548

Source: Trade survey for Wales

(a) Businesses with sales to RUK in 2018. Manufacturing (152), Business and other services (181), Trade, accommodation and transport (147), Primary sector and other utilities (26) and Construction (35).

* indicates that figures have been suppressed where only a small response rate was acquired.

⁹ Unallocated turnover exists where businesses had sales to RUK but were not able to allocate it to England, Scotland or Northern Ireland. More information about unallocated sales can be found in the [data quality considerations](#) section in this release.

International Exports

- 2.27 In 2018, the value of international exports from Wales was estimated to be £19.6bn; nearly a fifth of all sales from Wales.
- 2.28 Goods accounted for 95% (£18.5bn) of all international exports.
- 2.29 The majority of international exports went to the EU. Rest of EU exports had a value of £11.7bn, accounting for 12% of all sales and 60% of all exports from businesses in Wales in 2018. Rest of world exports had a value of £7.8bn, accounting for 8% of all sales and 40% of all exports from businesses in Wales [Figure 1].
- 2.30 Businesses were asked to identify the top five countries they exported to, and were asked for the value of sales to each of those countries, although 8% of international export sales could not be allocated to a region. **Only sales to the top five countries were requested from businesses, therefore these figures do not account for all export sales¹⁰.** Sales figures were combined into broad global regions. A breakdown by goods and services for countries is not available [Table 2].

International exports by region

- 2.31 In 2018, almost two thirds¹¹ of the value of all international exports from Wales went to the EU (60%; £11.7bn), with a fifth (21%; £4.2bn) going to Asia [Table 2].

Table 2: International exports by region, 2018

Region (a)	Value (£ Millions)	% of International Exports
European Union (excluding UK)	11,729	60%
Asia	4,189	21%
North America	1,635	8%
Rest of Europe	223	1%
Middle East	140	1%
Central and South America	80	<1%
Africa	49	<1%
Australasia	38	<1%
Unallocated (ROW) (b)	1,495	8%
Total	19,578	

Source: Trade survey for Wales

(a) Businesses with international export sales 2018 (232).

(b) A small proportion of sales has not been allocated a region.

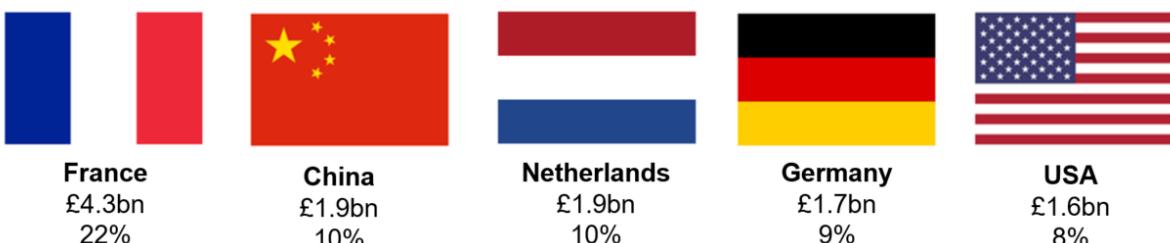
¹⁰ Any international sales a business made to countries outside of their top five were not broken down, and thus cannot be included in the international country or global region figures. In addition, some businesses may not have been able to allocate their total international exports to specific countries. More information about unallocated sales can be found in the [data quality considerations](#) section in this release.

¹¹ Proportions have been calculated from the total international export sales (including unallocated sales)

International exports by country and value

- 2.32 Just over a fifth of all international exports from Wales went to France in 2018 (22%; £4.3bn), these exports were more than twice the value of exports to the next highest export destination (China, £1.9bn). 18% of international exports were not allocated to specific countries¹² [Figure 16].

Figure 16: Top five international export destinations by sales value, 2018 (a)



Source: Trade Survey for Wales 2018

(a) Businesses with international export sales 2018 (232).

¹² Unallocated turnover exists where businesses had international sales outside of the top five countries they were asked to provide figures for. In addition, some businesses may not have been able to allocate their total international exports to specific countries. More information about unallocated sales can be found in the [data quality considerations](#) section in this release.

International exports by product

- 2.33 In line with manufacturing being the largest sector for Welsh international exports, *other manufactured goods* was the top export product category¹³, accounting for 24% (£4.7bn) of total Welsh exports in 2018 [Table 3].
- 2.34 *Fabricated metal products* was the second largest international export product category, with a value of £4.0bn (20%) in 2018. *Machinery and equipment* was the third largest, accounting for £3.1bn (16%) in 2018 [Table 3].

Table 3: Top internationally exported products overall, 2018 (a)

Product	(£ millions)
2018 (b)	
Other manufactured goods	4,706
Fabricated metal products, excl. machinery and equipment and weapons and ammunition	3,981
Machinery and equipment n.e.c.	3,076
Medical and dental instruments and supplies	1,442
Furniture	472
Other professional, scientific and technical services	400
Paper and paper products	226
Water transport services	177
Rubber and plastic products	151
Manufactured wood and products of wood and cork, except furniture articles of straw and plaiting	92

Source: Trade survey for Wales

- (a) Due to a low response rate, several of the top products have been excluded from the list.
(b) Businesses with exports 2018 (232).

¹³ Respondents selected the top five exported goods and services by value from a pre-coded list, this can be found in Appendix F of the [technical report](#).

3. Purchases

- 3.1 This section presents the TSW findings in relation to purchases and imports for 2018, with high-level references to changes from 2017. It includes an overview of purchases followed by details of:
- Purchases within Wales
 - Purchases outside of Wales (Rest of UK and international exports)
 - Rest of UK purchases
 - International Imports
 - Imports from the EU
 - Imports from outside the EU
- 3.2 Businesses were asked whether they had purchased goods and/or services in the 2017 and 2018 calendar years, and, if they had, to provide the total value of these purchases for each year. Businesses were then asked to break down their purchases of goods and/or services by broad origin. For any rest of UK goods or services purchases, businesses were asked which UK countries (England, Scotland and Northern Ireland) they purchased from, and the value of these purchases from each country.
- 3.3 Any businesses importing goods or services from outside of the UK were then asked for the top five goods or services they imported in each year, choosing from a pre-coded list, followed by the approximate value of each. Finally, these businesses were asked to identify the top five origin countries for their imports, followed by the approximate value of purchases from each.

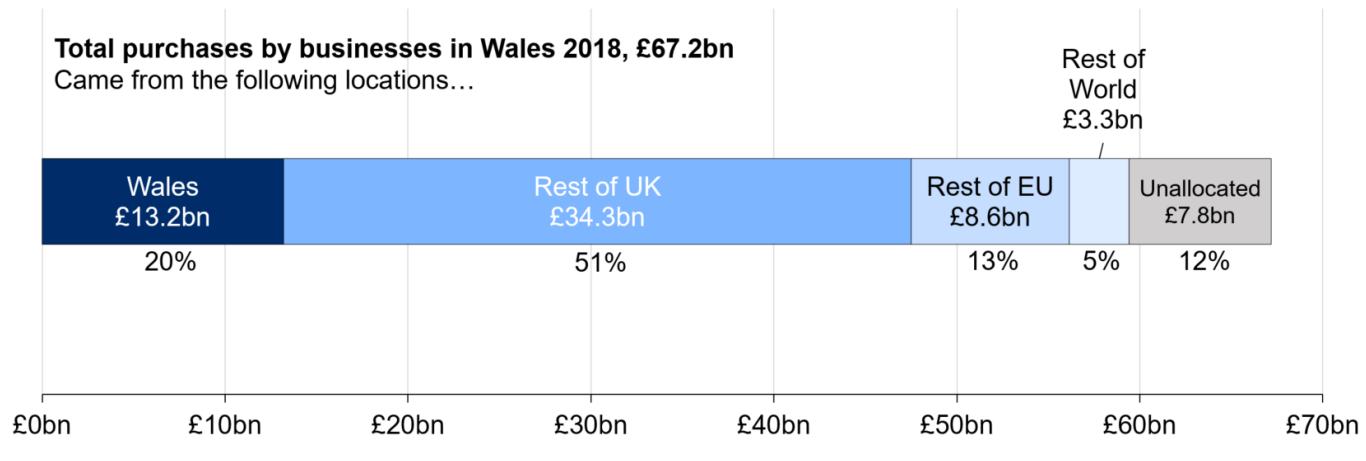
Overview of purchases

- 3.4 In 2018, businesses in Wales purchased goods and services to the value of £67.2bn, an increase of 3% from the previous year (£65.1bn). Goods accounted for 79% (£53.4bn) of total purchases. Services accounted for 21% (£13.8bn) of total purchases, [Figure 17].

Purchases of goods and services by origin

- 3.5 Just over half of all purchases in 2018 were from the rest of the UK; a fifth were from within Wales. Rest of UK purchases were valued at £34.3bn (51%), 20% (£13.2bn) were purchases within Wales, 13% (£8.6bn) were rest of EU purchases and 5% (£3.3bn) were rest of world purchases. Unallocated purchases¹⁴ accounted for 12% (£7.8bn) [Figure 17].

Figure 17: Total purchases by origin, 2018 (a)



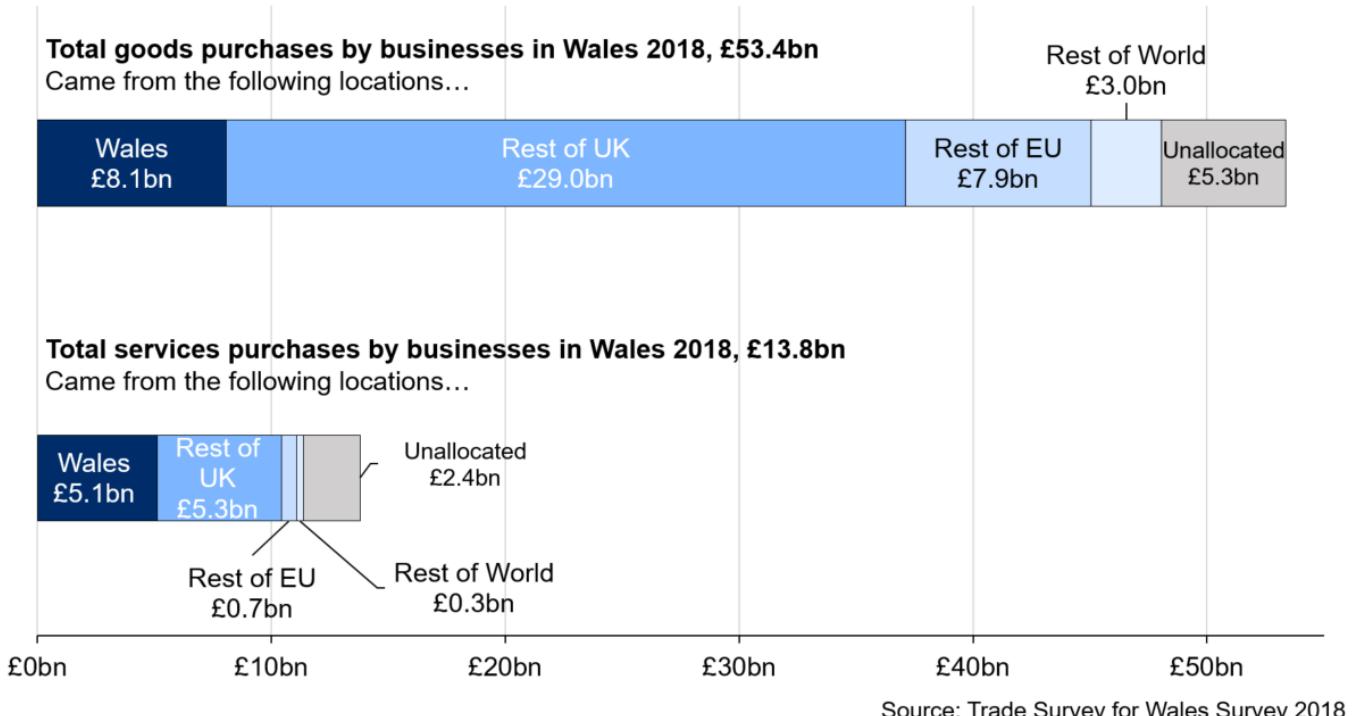
Source: Trade Survey for Wales Survey 2018

(a) Businesses making purchases in 2018 (836)

¹⁴ Unallocated purchase values exist where businesses had made purchases but were not able to allocate it to Wales, RUK, REU or ROW. More information about unallocated figures can be found in the [data quality considerations](#) section in this release.

- 3.6 Just over two thirds (69%) of the overall value of goods purchases were from the UK; with 15% (£8.1bn) from Wales and 54% (£29.0bn) from the rest of the UK. Over a fifth (21%) of goods purchases were international; 15% (£7.9bn) of total goods purchases came from the rest of the EU, and 6% (£3.0bn) from the rest of the world. Three quarters of services (76%) were purchased from the UK, with 37% (£5.1bn) from Wales and 38% (£5.3bn) from elsewhere within the UK. Only a small proportion (7%) of services were purchased internationally [Figure 18].

Figure 18: Total purchases by origin and split by goods and services, 2018 (a)

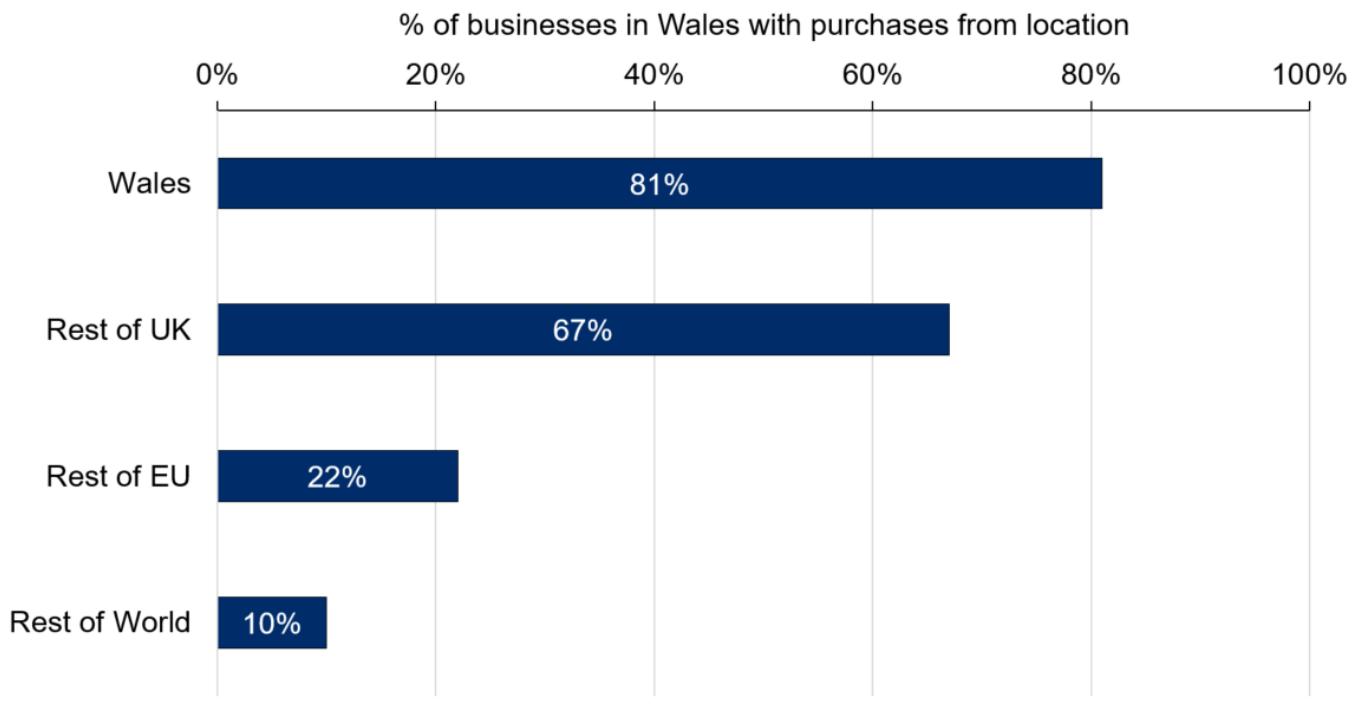


(a) Businesses making purchases in 2018. Goods purchases (755) and services purchases (538).

Purchases by origin, proportion of businesses

- 3.7 Although the value of purchases was largest from the rest of the UK, a greater proportion of businesses made purchases from Wales. The vast majority of businesses in Wales made purchases from within Wales in 2018, with just over two-thirds making purchases from the rest of the UK [Figure 19].

Figure 19: Total purchases by origin, proportion of businesses, 2018 (a)



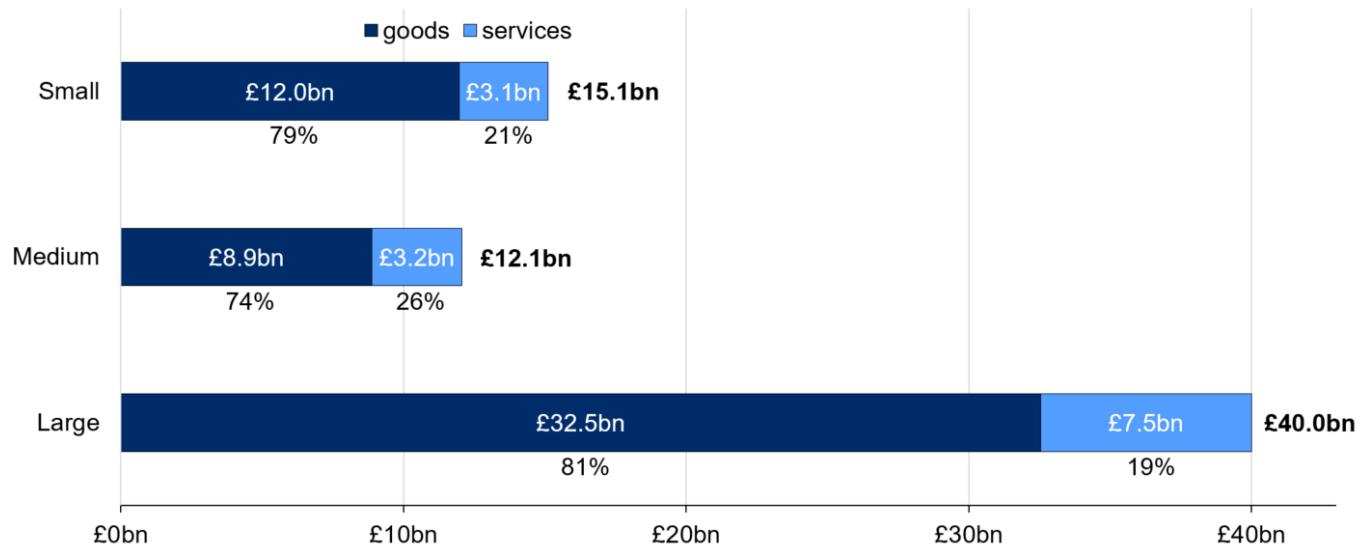
Source: Trade Survey for Wales 2018

(a) Businesses with purchases in 2018 (836)

Purchases (goods and services) by business size

- 3.8 In 2018, the 60% (£40.0bn) of all purchases were made by large businesses, 22% (£15.1bn) by small businesses and 18% (£12.1bn) by medium businesses. Across all business sizes, the vast majority of purchases were goods [Figure 20].

Figure 20: Value of purchases and proportional split between goods and services by business size 2018 (a)



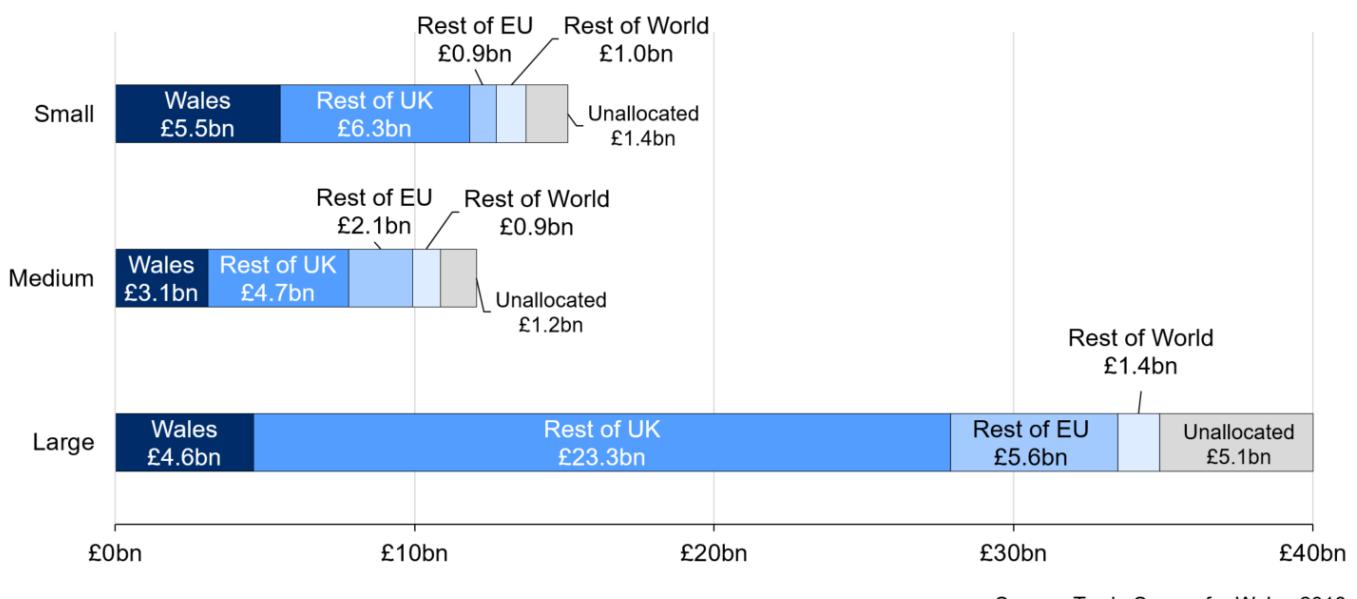
(a) Businesses with purchases 2018. Small (491), Medium (231) and large (114).

Source: Trade Survey for Wales Survey 2018

Purchases by business size and origin

3.9 The majority of all purchases in 2018 across all size bands were from the rest of the UK. 78% (£11.8bn) of small business purchases were from the UK, with 36% from Wales and 42% from the rest of the UK. Over half (58%; £23.3bn) of large business purchases were from the rest of the UK, compared with 12% (£4.6bn) from within Wales and 17% (£7.0bn) internationally. 39% (£4.7bn) of medium sized businesses purchases were from the rest of the UK, with the remainder split almost evenly between purchases from Wales (26%; £3.1bn) and internationally (25%; £3.1bn) [Figure 21].

Figure 21: Total purchases by business size and origin, 2018 (a)



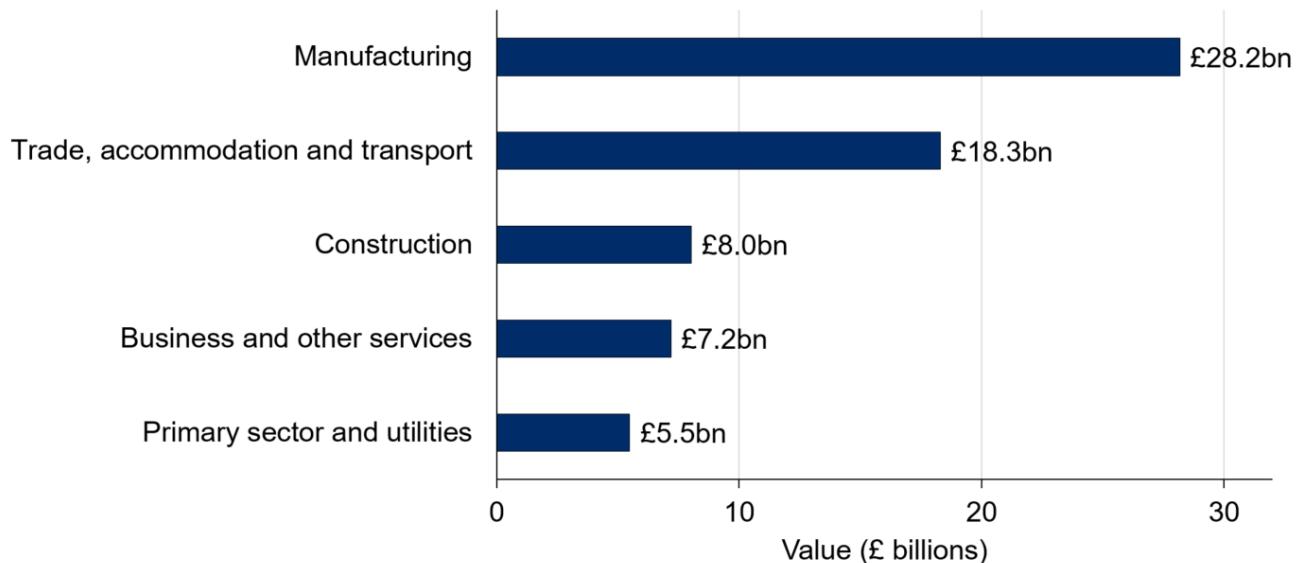
Source: Trade Survey for Wales 2018

(a) Businesses with purchases 2018. Small (491), Medium (231) and Large (114)

Purchases by sector

- 3.10 In 2018 the *manufacturing* sector had the highest value of overall purchases, accounting for 42% (£28.2bn) of total purchases by businesses in Wales. The *trade, accommodation and transport* sector made 27% (£18.3bn) of total purchases. The *construction* sector made 12% (£8.0bn) of total purchases and *Business and other services* made 11% (£7.2bn). The *primary sector and utilities* made 8% (£5.5bn) of total purchases [Figure 22].

Figure 22: Total purchases value by business sector, 2018 (a)



Source: Trade Survey for Wales Survey 2018

(a) Businesses with purchases 2018. Manufacturing (151), Trade, accommodation and transport (318), Construction (76), Business and other services (247), Primary sector and utilities (44).

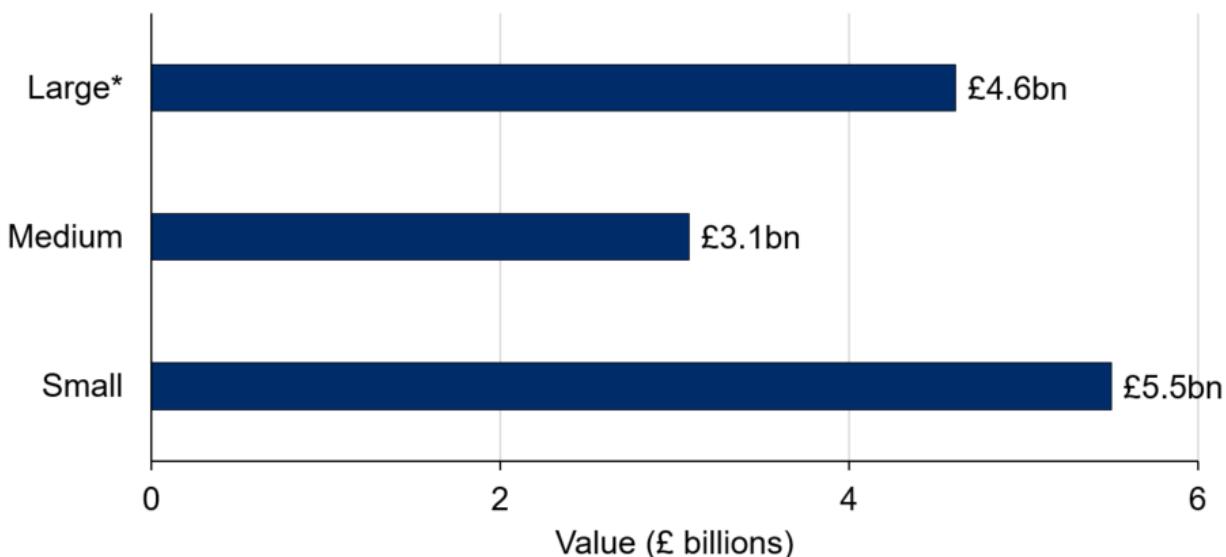
Purchases within Wales

- 3.11 A fifth of all purchases in 2018 were made within Wales, at an estimated value of £13.2bn [Figure 17].

Purchases within Wales by business size

- 3.12 Just over two-fifths (42%; £5.5bn) of all purchases in Wales were made by small businesses. Large businesses accounted for 35% (£4.6bn) of all purchases in Wales, while medium sized businesses made 23% (£3.1bn) of the total purchases within Wales [Figure 23].

Figure 23: Purchases within in Wales by business size, 2018 (a)



Source: Trade Survey for Wales Survey 2018

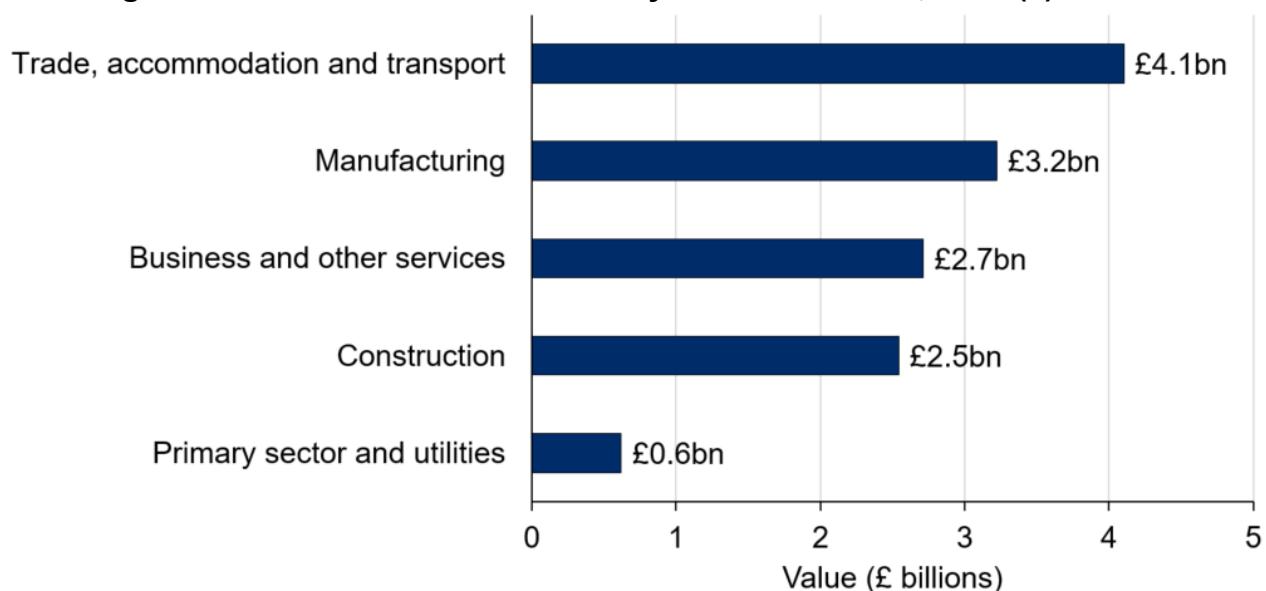
(a) Businesses making purchases within Wales in 2018. Small (416), Medium (189) and Large (81).

*Caution: low base size

Purchases within Wales by sector

- 3.13 The *trade, accommodation and transport* sector made the highest proportion of purchases within Wales in 2018, at almost a third of all purchases. This differs to overall purchases where *manufacturing* had the highest value due to a greater amount of purchases outside of Wales.
- 3.14 In 2018, 31% (£4.1bn) of all purchases within Wales were made by the *trade, accommodation and transport* sector. *Manufacturing* accounted for nearly a quarter of all purchases within Wales (24%, £3.2bn) while *business and other services* made just over a fifth of all purchases within Wales (21%, £2.7bn) [Figure 24].

Figure 24: Purchases within Wales by business sector, 2018 (a)



Source: Trade Survey for Wales Survey 2018

(a) Businesses making purchases within Wales in 2018. Trade, accommodation and transport (245), Business and other services (212), Manufacturing (122), Construction (70) and Primary sector and utilities (37)

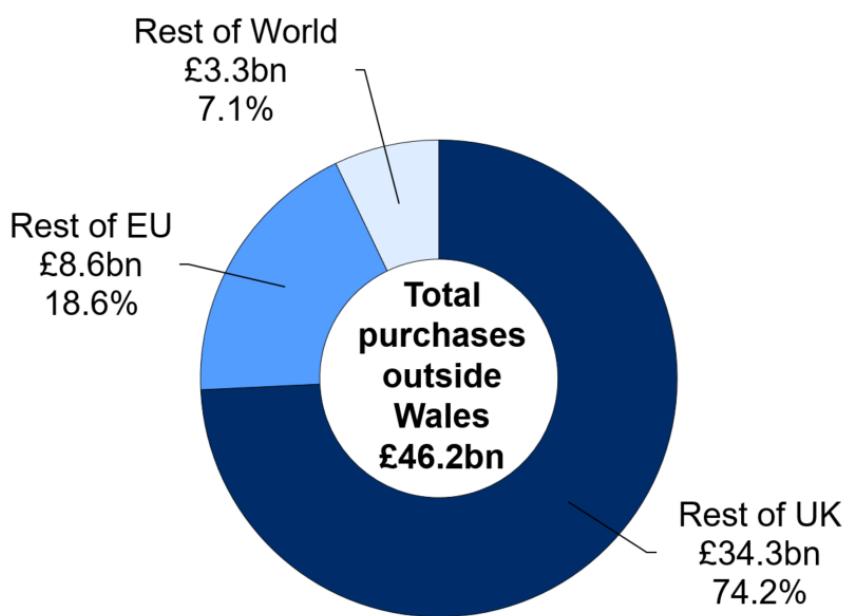
Purchases from outside Wales (Rest of UK and international imports)

- 3.15 In 2018, over two-thirds (69%; £46.2bn) of overall purchases were from outside Wales. The vast majority of these purchases were goods. Goods purchases made up 86% (£40.0bn) of purchases outside Wales and services 14% (£6.2bn).

Purchases from outside Wales (RUK and international imports) by origin

- 3.16 In 2018, almost three-quarters (74%; £34.3bn) of purchases from outside Wales came from the rest of the UK, 19% (£8.6bn) from the rest of the EU and 7% (£3.3bn) from the rest of the world [Figure 25].

Figure 25: Breakdown of purchases from outside Wales (rest of UK and international imports) by origin, 2018 (a)



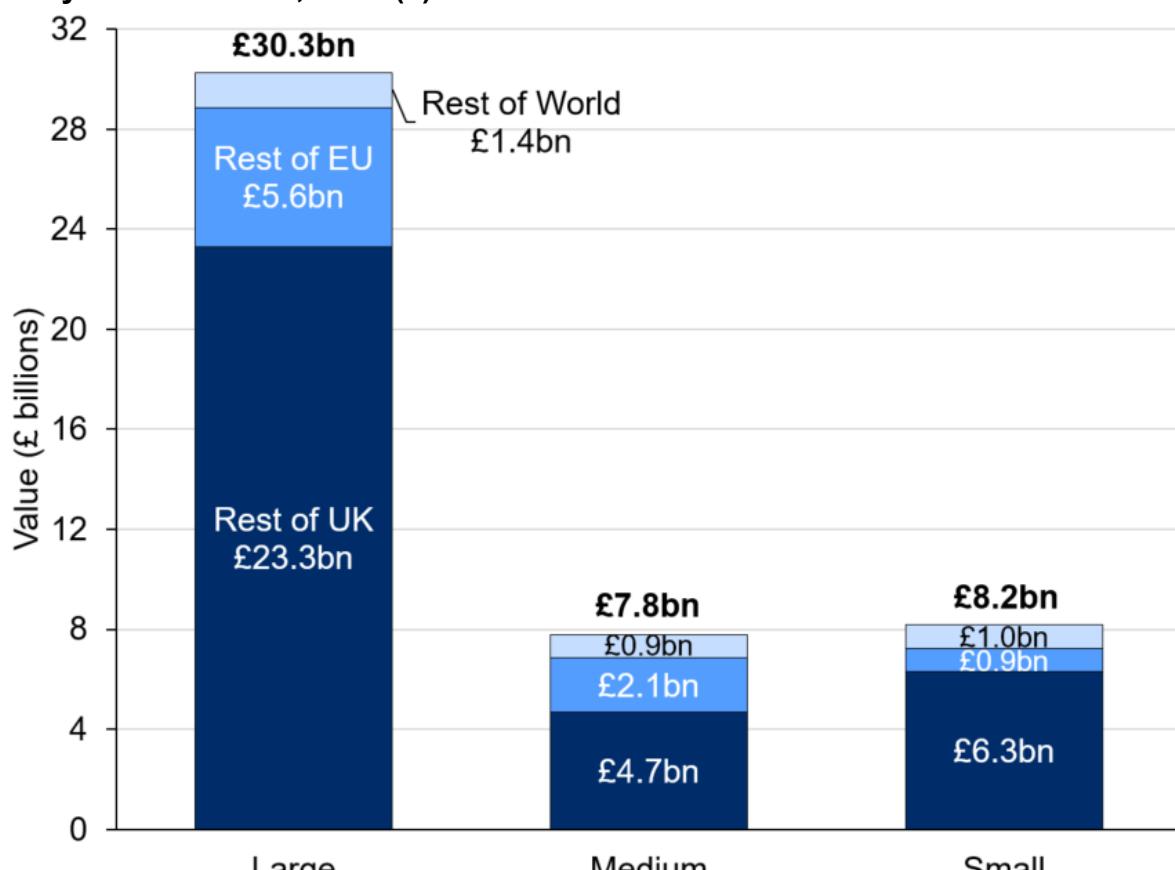
Source: Trade Survey for Wales Survey 2018

(a) Businesses with purchases outside of Wales in 2018 (611)

Purchases from outside Wales (RUK and international imports) by business size

- 3.17 Large businesses made 65% (£30.3bn) of all purchases outside Wales, while small businesses made 18% (£8.2bn) and medium businesses made 17% (£7.8bn) [Figure 26].
- 3.18 Across all business size bands, most purchases from outside Wales came from the rest of the UK, representing 77% of small and large business purchases outside Wales (£6.3bn and £23.3bn respectively), and 61% (£4.7bn) of medium business purchases outside Wales. Just over a quarter (28%; £2.1bn) of medium businesses' purchases from outside of Wales came from the rest of the EU, compared with 18% (£5.6bn) for large businesses and 11% (£0.9bn) for small businesses [Figure 26].

Figure 26: Purchases from outside Wales (rest of UK and international imports) by business size, 2018 (a)



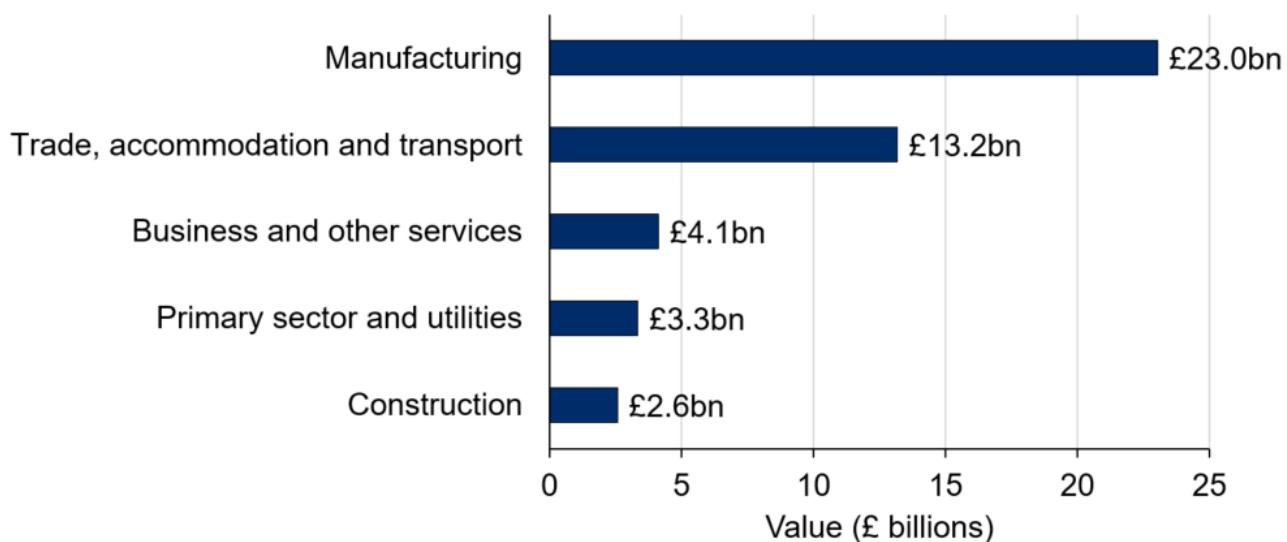
Source: Trade Survey for Wales Survey 2018

(a) Businesses making purchases outside of Wales in 2018. Large (83), Medium (181) and Small (347).

Purchases from outside Wales (RUK and international imports) by sector

- 3.19 In 2018, approximately half the value of purchases from outside Wales were made by the *manufacturing* sector (50%; £23.0bn), and over a quarter (28%; £13.2bn) made by the *trade, accommodation and transport* sector [Figure 27].

Figure 27: Purchases from outside Wales (rest of UK and international imports) by business sector, 2018 (a)

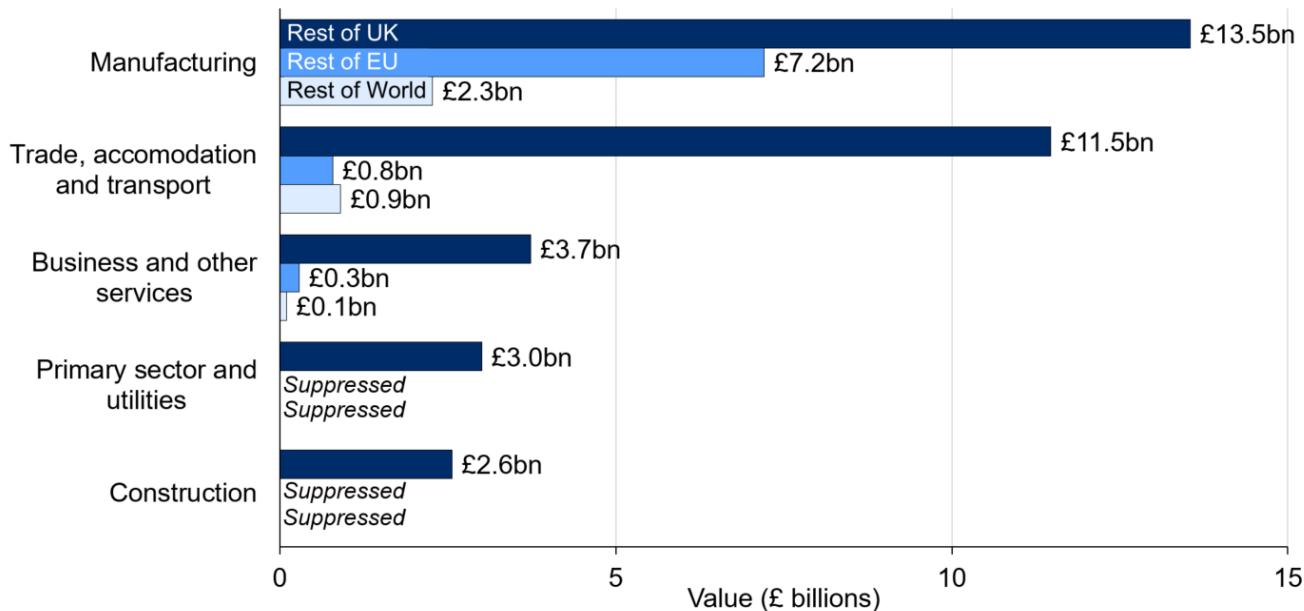


Source: Trade Survey for Wales Survey 2018

- (a) Businesses making purchases outside of Wales in 2018. Manufacturing (140), Trade accommodation and transport (227), Businesses and other services (164), Primary sector and utilities (34) and Construction (46).

- 3.20 Across all sectors, purchases from outside of Wales most commonly came from the rest of the UK. Nearly all *construction* sector purchases from outside of Wales came from the rest of the UK (£2.6bn). *Manufacturing* had the highest value of purchases outside of Wales due to higher levels of international imports. 59% (£13.5bn) of *manufacturing* purchases outside of Wales came from the rest of the UK, 31% (£7.2bn) came from the rest of the EU and 10% (£2.3bn) came from the rest of the world [Figure 28].

Figure 28: Purchases from outside Wales (rest of UK and international imports) by origin and business sector, 2018 (a)



Source: Trade Survey for Wales Survey 2018

(a) Businesses making purchases outside of Wales in 2018. Manufacturing (140), Trade accommodation and transport (227),

Businesses and other services (164), Primary sector and utilities (34) and Construction (46).

Purchases from EU & ROW for Primary sector and utilities and Construction have been suppressed due to low survey response.

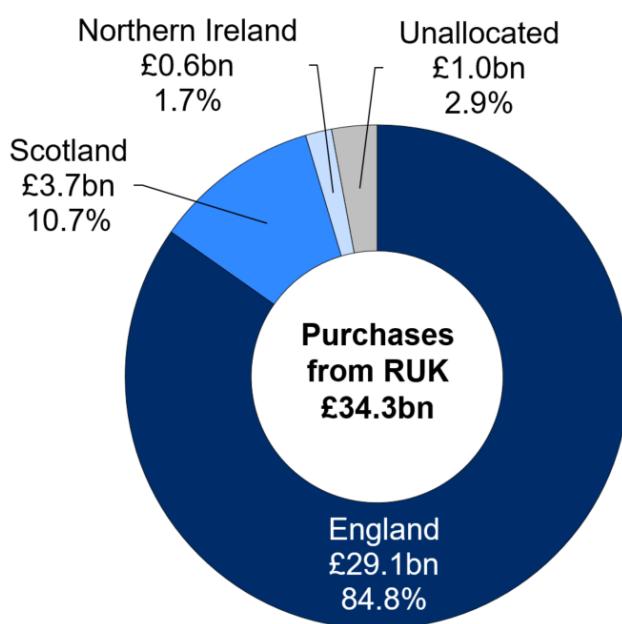
Rest of UK purchases

- 3.21 Rest of UK purchases accounted for just over half of total purchases in 2018, with a value of £34.3bn (51% of total purchases).

RUK purchases by origin

- 3.22 The vast majority of rest of UK purchases by businesses in Wales came from England at 85% (£29.1bn), with 11% (£3.7bn) from Scotland and 2% (£0.6bn) from Northern Ireland. Some businesses were unable to estimate their UK purchases, leaving 3% (£1.0bn) of UK purchases unallocated for 2018¹⁵ [Figure 29].

Figure 29: RUK purchases, 2018 (a)



Source: Trade Survey for Wales Survey 2018

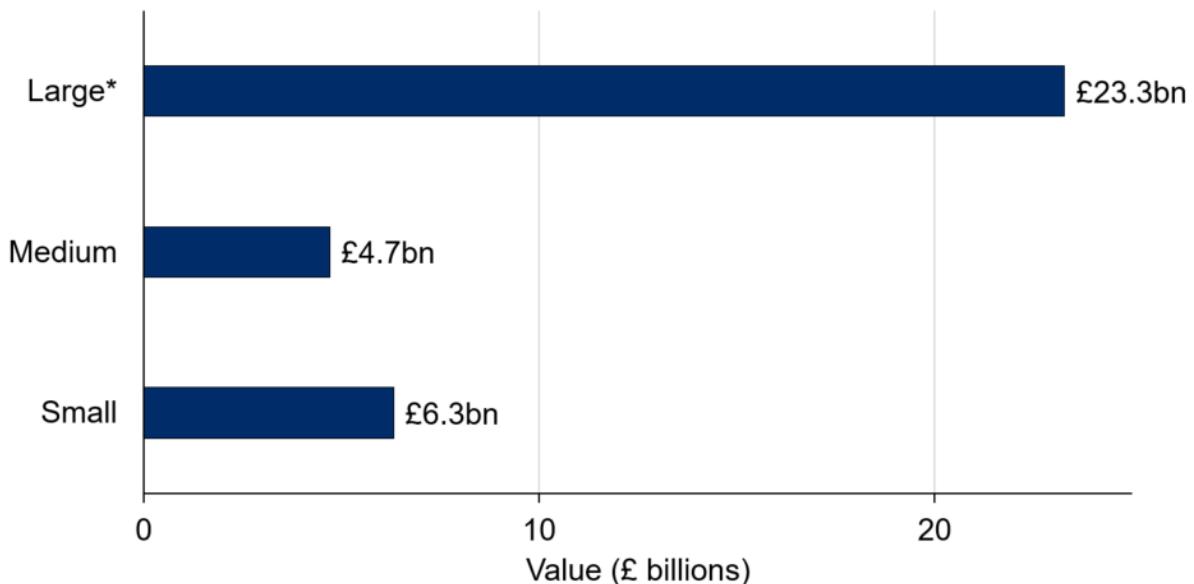
(a) Businesses with purchases from RUK in 2018 (595)

¹⁵ Unallocated import value exists where businesses had purchases from RUK but were not able to allocate it to England, Scotland or Northern Ireland. More information about unallocated purchases can be found in the [data quality considerations](#) section in this release.

RUK purchases by business size

- 3.23 More than two-thirds (68%; £23.3bn) of rest of UK purchases were made by large businesses. In comparison, small businesses made just under a fifth (18%; £6.3bn) of rest of UK purchases, while medium sized businesses made even fewer at 14% (£4.7bn) [Figure 30].

Figure 30: RUK purchases by business size, 2018 (a)



Source: Trade Survey for Wales Survey

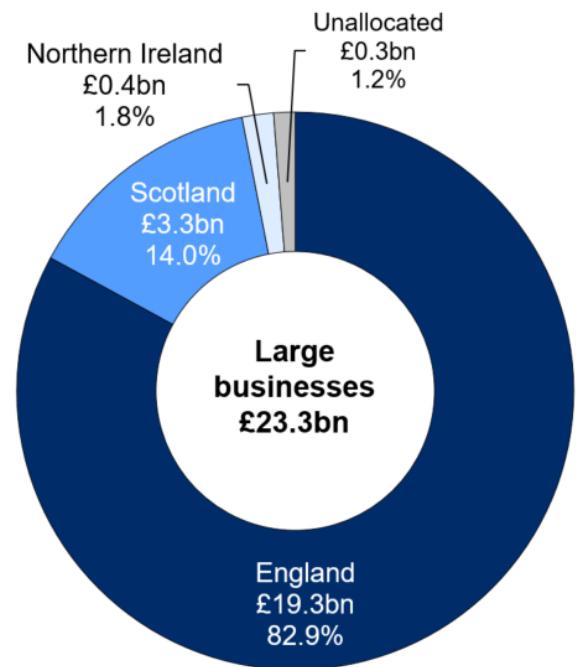
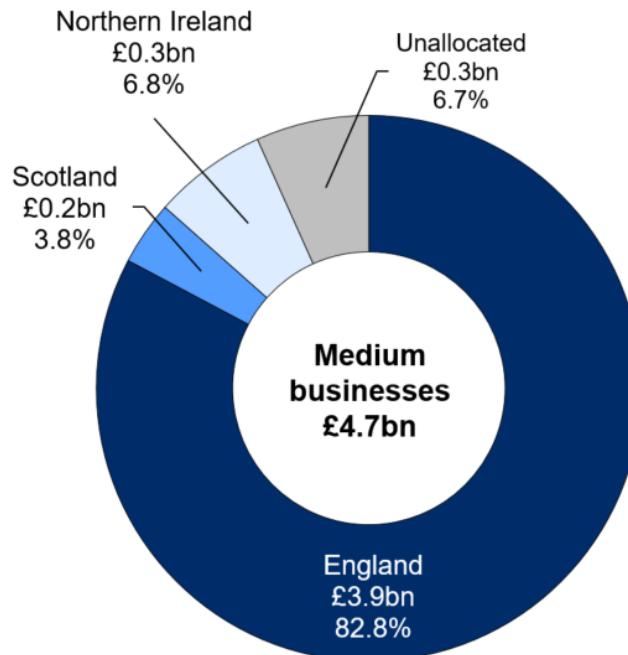
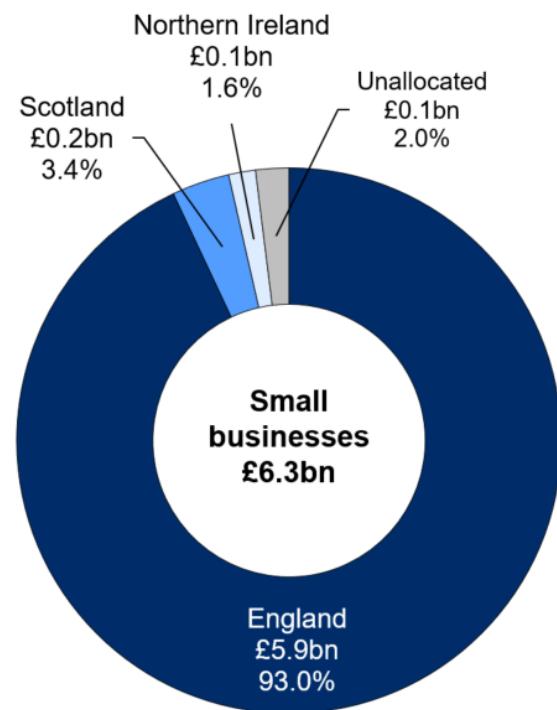
(a) Businesses making purchases from RUK in 2018. Large (79), Medium (176) and Small (340).

*Caution: low base size

RUK purchases by business size and origin

- 3.24 Across all business size bands, the vast majority of rest of UK purchases came from England. For medium and large businesses, over four-fifths (83%) of rest of UK purchases came from England, with a higher proportion for small business at 93%. Large businesses purchased a greater proportion of goods and services from Scotland (14%) compared with medium and small businesses (4% and 3% respectively) [Figure 31].

Figure 31: RUK purchases by country and business size, 2018 (a)



Source: Trade Survey for Wales Survey 2018

(a) Businesses making purchases from RUK in 2018. Large (79), Medium (176) and Small (340).

RUK purchases by sector

- 3.25 Across all sectors, the vast majority of rest of UK purchases were made in England (85%). The *construction* sector made nearly all its rest of UK purchases in England (£2.6bn).
- 3.26 *Manufacturing* had the highest value and 39% of rest of UK purchases at £13.5bn. The *trade, accommodation and transport* sector had the second highest value and a third of rest of UK purchases at £11.5bn in 2018. A proportion of rest of UK purchases remained unallocated;¹⁶ hence, these results may be underestimated [Table 4].

Table 4: RUK purchases by business sector, 2018 (£ millions)

Business Sector (a)	Total	England	Scotland	Northern Ireland	Unallocated
Manufacturing	13,546	11,535	1,034	444	533
Trade, accommodation and transport	11,475	9,245	1,782	129	319
Business and other services	3,732	3,465	124	2	141
Primary sector and utilities	3,005	2,289	715	*	*
Construction	2,561	2,552	4	*	*
Total	34,319	29,086	3,660	577	996

Source: Trade survey for Wales

(a) Businesses with purchases from RUK in 2018. Manufacturing (134), Business and other services (163), Trade, accommodation and transport (218), Primary sector and other utilities (34) and Construction (46).

* indicates that figures have been suppressed where only a small response rate was acquired.

¹⁶ Unallocated turnover exists where businesses made RUK purchases but were not able to allocate it to England, Scotland or Northern Ireland. More information about unallocated figures can be found in the [data quality considerations](#) section in this release.

International Imports

- 3.27 In 2018, the value of international imports from businesses in Wales was estimated at £11.9bn, accounting for just under a fifth of all purchases by businesses in Wales.
- 3.28 The vast majority of 2018 imports were goods, accounting for 92% (£11.0bn) of all imports.
- 3.29 Just under three quarters of international imports came from the EU, and the remainder from elsewhere in the world. Imports from the rest of the EU were estimated to be worth £8.6bn, accounting for 13% of all purchases and 72% of all imports by businesses in Wales. Imports from the rest of the world into Wales had a value of £3.3bn, accounting for 5% of all purchases by businesses in Wales and 28% of all international imports.
- 3.30 Businesses were asked to identify the top five international countries they imported from and the value of imports from each of those countries, with 9% of international imports unallocated by country¹⁷. **Only purchases from the top five countries were requested from businesses, therefore these figures do not account for all imports.** These purchase figures were combined into broad global regions. A breakdown for goods and services is not available [Table 5].

¹⁷ Any international purchases a business made outside of their top five countries was not broken down, and thus cannot be included in the international country or global region figures. In addition, some businesses may not have been able to allocate their total international imports to specific countries. More information about unallocated purchases can be found in the [data quality considerations](#) section in this release.

International imports by region

- 3.31 Almost three quarters of international imports came from the EU in 2018 (72%; £8.6bn). Imports from Asia had the second highest value (13%; £1.5bn), followed by North America (5%; £0.6bn) [Table 5].

Table 5: International imports by region 2018

Region (a)	Value (£ millions)	% of International Exports
European Union (excluding UK)	8,616	72%
Asia	1,523	13%
North America	615	5%
Rest of Europe	50	<1%
Central and South America	46	<1%
Middle East	*	*
Africa	*	*
Australasia	*	*
Unallocated (ROW) (b)	1,019	9%
Total	11,909	

Source: Trade survey for Wales

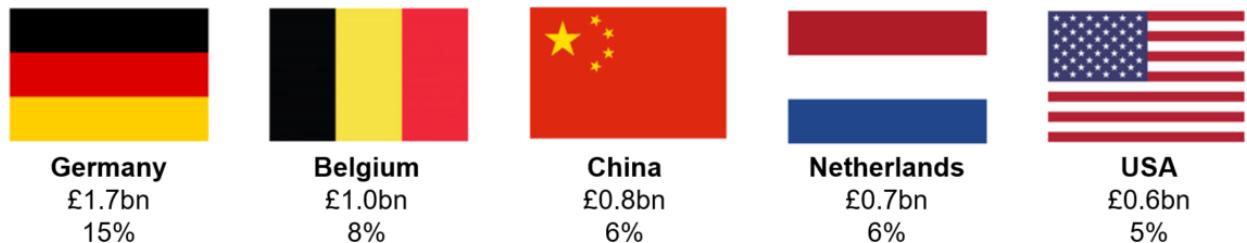
(a) Businesses with international import purchases 2018 (229).

(b) A small proportion of purchases has not been allocated a region.

International imports by country and value

- 3.32 In 2018, Germany was the top import country for Wales, accounting for 15% (£1.7bn) of the value of international imports. Belgium accounted for 8% (£1.0bn) and China accounted for 6% (£0.8bn) of imports [Figure 32].

Figure 32: Top five international import origins by purchase value, 2018 (a)



Source: Trade Survey for Wales 2018

(a) Businesses with international import purchases 2018 (229)

International imports by product

- 3.33 In line with manufacturing being the sector with the highest value of overall purchases, *other manufactured goods* was the top imported product category¹⁸ accounting for 12% (£1.5bn) of all business imports [Table 6].
- 3.34 *Manufactured wood and products of wood and cork* was the second imported product category, with a value of £1.4bn (12%). *Machinery and equipment* was the third imported product category, accounting for £0.8bn (7%).

Table 6: Top internationally imported products, 2018 (a)

Product	(£ millions)
2018 (b)	
Other manufactured goods	1,454
Manufactured wood and products of wood and cork, except furniture articles of straw and plaiting	1,383
Machinery and equipment n.e.c.	827
Other chemical products	515
Trade services of motor vehicle parts and accessories	376
Preserved meat and meat products	376
Electricity, transmission and distribution	234
Gas distribution of gaseous fuels through mains steam and air conditioning supply	234
Other manufactured food products	204
Fabricated metal products, excl. machinery and equipment and weapons and ammunition	175

Source: Trade survey for Wales

(a) Due to a low response rate, several of the top products have been excluded from the list.

(b) Businesses with imports 2018 (229).

¹⁸ Respondents selected the top five exported goods and services by value from a pre-coded list, this can be found in Appendix F of the [technical report](#).

4. Total Trade

- 4.1 The section presents the TSW findings in relation to the total value of trade (sales + purchases) for 2018 with high-level reference to changes from 2017. It includes an overview of total trade with a breakdown by broad region.
- 4.2 The estimates presented for total trade have been produced by aggregating TSW results for the separate sales and purchases sections. It should be noted that the estimates have limited coverage, as outlined in the [data quality considerations](#), and should not be used to calculate a trade balance. Total trade estimates are presented to give an overview of the relative overall importance of broad markets.

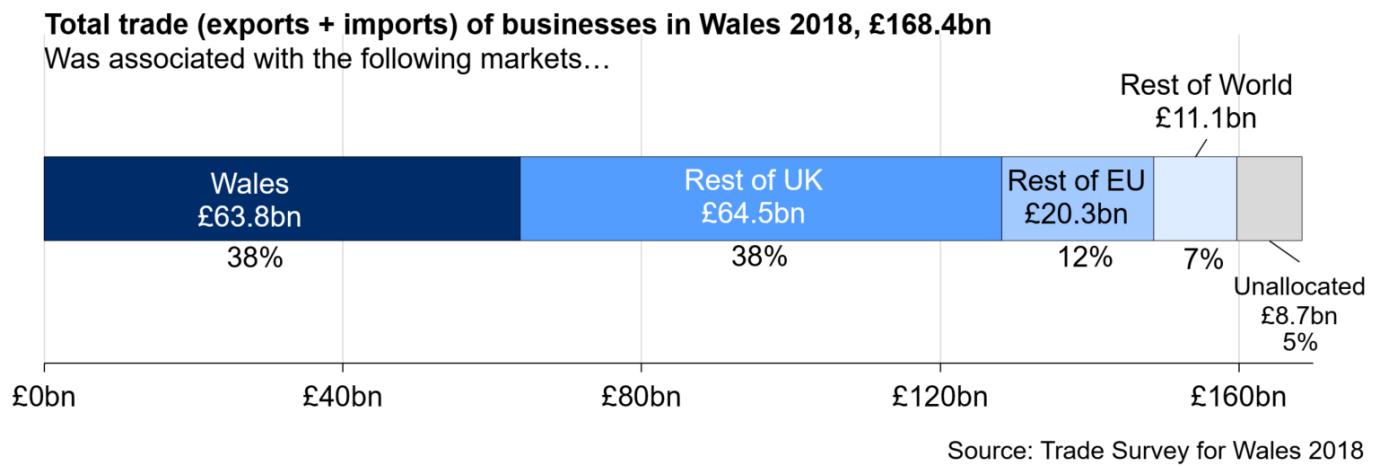
Overview of total trade

- 4.3 The value of total trade (sales + purchases) from businesses in Wales in 2018 was £168.4bn, an increase of 5% on the previous year (£160.2bn).

Total trade by market

- 4.4 Over three quarters (76%; £128.2bn) of total trade was within the UK, almost evenly split between Wales (£63.8bn) and the rest of the UK (£64.5bn). Nearly a fifth (19%) of trade was with international markets: 12% (£20.3bn) with the rest of the EU and 7% (£11.1bn) with the rest of the world [Figure 33].

Figure 33: Total trade by market, 2018 (a)



(a) Businesses making sales and/or purchases in 2018 (1,003)

5. Data Quality Considerations

Relevance

- 5.1 To ensure the relevance of the data, the design and development of the pilot TSW was informed by discussions with key stakeholders, Office for National Statistics (ONS), and with reference to similar surveys run by Scottish Government and NISRA, which collect data on trade and exports.
- 5.2 The Scottish Government's [Global Connections Survey](#) is an online survey aimed at businesses with a presence in Scotland. The survey collects key information on the export activity of Scottish businesses. It helps Scottish Government measure the value and destination of sales of Scottish goods and services and the depth of international involvement of Scottish firms. The survey is voluntary, achieving a response rate of 17% in 2018. Findings are combined with other survey and administrative data sources to produce a National Statistics publication, [Export Statistics Scotland](#), which estimates the value of Scottish exports at sector level. These estimates are a key data source for the Scottish Government national statistics and the only source for estimates of exports from Scotland to the rest of the UK.
- 5.3 Northern Ireland Statistics and Research Agency's conduct their own survey, the Northern Ireland Annual Business Inquiry (NIABI). This collects both financial and employment information from businesses with a presence in Northern Ireland. The NIABI provides several high-level indicators of economic activity, including information on turnover and the total values of sales, and is designed to provide the best estimates for Northern Ireland. The NIABI is a mandatory business inquiry, achieving a 60% response rate in 2018. The NIABI provides trade data for the [Broad Economy Sales and Exports Statistics](#), an experimental annual measure of businesses' sales to markets outside Northern Ireland. The publication includes estimates of the value of both goods and services sold by businesses in Northern Ireland and their point of destination.
- 5.4 Other sources relevant to the aims of this research include the [International Trade in Services \(ITIS\)](#) survey, a UK wide survey administered by the ONS, which collects information on overseas transactions of consultants and companies offering business services. Information collected from ITIS is fed into the UK balance of payments and published at the UK level. It also is the main source of data used by ONS in estimating the imports and exports of services at the UK and sub-national level.
- 5.5 HM Revenue & Customs (HMRC) are responsible for collecting the UK's international trade in goods data, which are published as two National Statistics series - the [Overseas Trade Statistics \(OTS\)](#) of the UK and the UK [Regional Trade Statistics \(RTS\)](#).¹⁹

¹⁹ More information on how the findings in this release compare with the HMRC and ONS data can be found in the [Comparability and coherence](#) section.

5.6 The TSW questions were subject to some cognitive testing prior to piloting the survey to help ensure the survey was relevant, as well as to minimise the burden upon respondent businesses as much as possible.

Accuracy

5.7 Every effort was made to ensure the figures presented in this release were as accurate and reliable as possible. However, data considerations should be kept in mind when reading the TSW findings:

- **Low base.** At the overall level, the achieved sample size is sizeable and robust; however, care should be taken when interpreting findings where there are smaller base sizes. Instances where this occurs are highlighted in the release.
- **Representativeness.** The data was weighted and grossed-up to the total population of businesses sectors covered by the TSW based on 2018 IDBR data; this does not guarantee complete representativeness.
- **Industry coverage.** The following industry sectors were excluded from the sample: public administration; defence; human health and social work activities; activities of households as employers; and extra-territorial organisations. The following businesses of certain legal statuses were also excluded: local authority organisations; central government; most non-profit bodies (universities are included) (for a detailed list of exclusions, see Appendix A of the [Technical Report](#)).
- **Reliability of responses.** Based on verbal feedback via response chasing and comments within the survey from businesses, some respondents may have been more likely to rely on estimated values than others, particularly for questions asking for values of trade between Wales and the rest of the UK (England, Scotland and Northern Ireland). Businesses comments within the survey suggest they felt some estimates were well informed and quite accurate, while a small number of other estimates were more uncertain. The same applies to goods and services breakdowns; cognitive testing results revealed that some sectors and businesses were unclear if their sales or purchases were classified as a good or a service. Consequently, from respondent feedback, the values provided will have varying degrees of reliability.
- **Imputation.** A small proportion of the data required imputing. The highest percentage of imputed cases for any single variable was 3.5% of cases.
- **Unallocated values:** Within the analysis there are a number of instances where ‘unallocated’ sales or purchases data is highlighted. Unallocated data occurred:
 - a) where businesses reported a value which they were unable to break down and allocate further (by destination). For example, a business might know how much turnover they had to the rest of the UK, but might not know how this is split between

England, Scotland and Northern Ireland. Consequently, the figures shown for England, Scotland and Northern Ireland may be underestimates, as each of those countries will have accounted for a proportion (between 0% and 100%) of the unallocated amount.

- b) where businesses had international sales or purchases outside of the top five countries that figures were asked for, they could not be included in the international country or global region figures. For example, 95% of a business's export sales may be allocated to their top 5 countries, but the remaining 5% is split between two additional countries.

Some businesses may have found it harder than others allocate all of their sales or purchases, and this should be considered when reviewing the findings.

- **Destination or origin of products:** Throughout TSW, businesses were asked to record the destinations their sales went to and the origins their purchases came from. It is important to note that for some businesses these locations may not represent the ultimate destination or origin for these goods or services.

Timeliness and punctuality

- 5.8 This release focuses on the latest available information as collected from businesses. The data was collected winter 2019 which meant that 2018 calendar year data was the latest available to collect. 2017 data was also collected to facilitate a time series comparison, which is helpful in establishing a pre-COVID and EU exit baseline.
- 5.9 The punctuality of the publication was delayed due to some disruption to resourcing and working arrangements due to the coronavirus pandemic.

Accessibility and clarity

- 5.10 This release is written as accessible as possible, incorporating alternative text ("Alt Text") for all images, and we aim to use plain English in our outputs. All of these outputs are also available bilingually in English and Welsh.

Comparability and coherence

- 5.11 The estimates of Welsh trade produced by the TSW form part of Welsh Government's ongoing work to improve intelligence around international and intra-UK trade of businesses in Wales. All figures presented are experimental. This initial output is derived from a new methodology that is subject to change based on feedback. These estimates will remain experimental while development work continues. Our aim is to produce further publications of Welsh trade, based on TSW results and the incorporation of alternative data sources to improve business and sector coverage.

- 5.12 The results only capture trade flows from businesses and as such, the exports and imports data cannot be directly compared to one another to calculate an overall trade balance for Wales. Direct to consumer purchases (imports) were out of scope for this research.

Alternative sources of international trade statistics for Wales

- 5.13 Estimates of Welsh trade are also produced by HMRC (goods international exports and imports) and ONS (services international exports and imports). A detailed comparison of the estimates from the TSW with estimates from these other sources is included at Annex A.

Source	Published estimates	Detail	Timeliness
HMRC Regional Trade Statistics (RTS)	Value and volume of international goods exports and imports. Figures cover exports and imports of goods only and exclude services . UK figures apportioned to regions in the UK, including Wales.	Country Commodity Type	Quarterly Latest publication for Q4 2019 (published Mar 2020)
Office for National statistics (ONS) (Experimental Statistics)	Experimental estimates of the value of service exports based on UK data apportioned to subnational regions, including Wales.	Industry Region	Annual Latest publication for 2017 (published Sep 2019)
Office for National statistics (ONS) (Experimental Statistics)	Experimental estimates of the value of service imports based on UK data apportioned to subnational regions, including Wales.	Industry Region	Annual Latest publication for 2017 (published Apr 2020)
Office for National Statistics (ONS)	Regional apportioned counts of exporters and importers of goods and services in Great Britain.	Exporters Importers Region Goods Services	Annual Latest publication for 2018 (published Nov 2019)

- 5.14 Other UK regional trade data are produced by:

- [Northern Ireland](#): Overview of Northern Ireland trade, as produced by the Northern Ireland Statistics and Research Agency's (NISRA).
- [Scotland](#): Official estimates of Scottish exports for 2018, produced by Scottish Government. It includes both the services and manufacturing sectors of the Scottish economy although

excludes oil and gas. Information on international exports, including EU and non-EU, as well as exports to the rest of the UK are provided

- UK: Total value of UK exports and imports of goods and services in current prices, chained volume measures and implied deflators.

Annex A - Comparison of TSW methodology to alternative data sources

The TSW collected the nominal value of sales and purchases made by businesses within Wales.

The questions asked businesses to report trade from their 'Welsh based operations' only, covering international and intra-UK movements. This approach differs from the existing estimates of international Welsh trade from the alternative data sources.

The existing estimates use data collected at the UK level which is allocated to regions based on a business employee count within each region. A shortcoming of this approach is the uniform allocation of a business's total trade across all its branches. Misallocation can occur when a business has multiple branches across the UK that are engaged in different activities. Regions are allocated a proportion of a business's total UK activities, which may not accurately reflect the activity actually taking place within a region.

Hypothetical example

A business with two branches, one in England producing electric motors and a second branch in Wales producing control equipment for electric motors. Through regional apportionment England will be allocated a proportion of the control equipment trade that is actually based in Wales, and similarly Wales will receive a proportion of the electric motor trade based in England. The proportions of trade received would be based on the business's employment across the two branches/regions. This means the branch with the largest employment will also receive a greater share of trade value, which may not reflect the true value split between branches.

The existing estimates of the number of exporters and importers in Wales are produced using two different methodologies, a proportional counting approach (ONS & HMRC) and a whole number method (HMRC). Both of these approaches rely on data collected at the UK level which is then allocated to regions.

The desire to improve our understanding of trade activity from businesses within Wales shaped the development of TSW. As such, the TSW methodology, as described in the [Technical Report](#), differs from the existing estimates in not using apportionment. The methodological differences mean that **TSW estimates are not directly comparable to HMRC and ONS estimates**. The following sections identify the key differences in methodology and limitations in making comparisons.

Apportionment

TSW is based on survey responses from 1,061 businesses who were asked to identify exports from their Welsh based operations. The results of the survey are weighted and grossed to produce Wales level estimates. [HMRC Regional Trade Statistics \(RTS\)](#) and [Office for National Statistics \(ONS\)](#) estimates apportion UK level data based on business employment across the UK to produce regional estimates.

HMRC counts of exporters and importers are apportioned to regions using two different methods²⁰. The proportion method counts businesses as a fraction in each region based on employment share. The whole number method counts each business as one in each region it has a presence.

ONS estimates of exporters and importers apportion the trade status of the reporting unit to all local units in the business based on their employment size.

Coverage

TSW only covers business trade. Imports direct to consumers are not covered. Some purchases in countries overseas, including tourism, will not be captured in the TSW imports statistics.

TSW sample only covered businesses with employment of three or more. Trade from smaller businesses was not captured and the grossed Wales estimates do not cover these smaller businesses.

TSW excludes some sectors. Excluded sectors include public administration, defence, activities of holding companies, sports activities and amusement and recreation activities, personal services. A complete list of exclusions can be found in Appendix A of the [Technical Report](#).

HMRC estimates only cover trade in goods whereas TSW covers both goods and services.

Limitations in data collection

In order to minimise respondent burden, TSW only collected a value breakdown for each respondent's top five countries and products to reduce burden on businesses. The [ONS International Trade in Services survey](#), the data source used for existing estimates of regional services trade, does not have a similar limitation. HMRC administrative data used for their regional trade statistics captures all product and country information for declarations of non-EU trade and EU trade above the [intrastat thresholds](#).

Limiting data collection to the top five countries for each respondent left some trade unallocated at lower breakdowns. In 2018 £1.5bn (8%) of Welsh export value was not allocated to a destination. Similarly in 2018 £1.0bn (9%) Welsh import value was not allocated to an origin.

Sampling

TSW is based on a stratified random sample of 8,000 businesses (with 1,061 responses) who were asked to identify exports from their Welsh based operations. As outlined in detail in the [Technical Report](#), the results of the survey are weighted and grossed to produce Wales level estimates. ONS services estimates also make use of sample surveys to collect data, but have the advantage of mandatory survey powers and consequent higher response rates.

HMRC regional trade estimates make use of trade declarations data used for [UK Overseas Trade Statistics](#). This administrative data source has a high degree of coverage for all international goods trade, and is therefore more comprehensive than survey-based approaches.

²⁰ Further [details of HMRC RTS methodology can be found online](#).

Supply chains

TSW collected information on sales and purchases made internationally and within the UK. When collecting this information respondents were asked to include goods and services that were internally transferred to parts of their business outside of Wales. Respondents were also asked to allocate trade to destinations based on their immediate partner in the supply chain, not the original source or final destination of a purchase or sale. The movement of goods through supply chains within the UK may therefore mask an international origin or final destination in the TSW results, which could be captured in the existing estimates based on UK level information.

Other considerations

[ONS regional services exports](#) and [imports](#) are also experimental statistics with an evolving methodology. ONS published the first regional services imports estimates in April 2020, these covered 2017 data. ONS regional services export estimates underwent a methodology change for 2017 data.

Comparison to existing statistics

Despite the difficulties in making a direct comparison between TSW trade estimates and those published by HMRC and ONS, high level TSW findings are presented alongside the equivalent existing estimates of international trade for transparency. 2017 data has been used for this comparison as this is the most recent services data for Wales available from ONS.

There are no other existing official statistics on trade from Wales to other parts of the UK for comparison.

Value of international trade

There is no existing single source of Welsh trade, instead [HMRC Regional Trade Statistics \(RTS\)](#) provide goods trade estimates and [Office for National Statistics \(ONS\) experimental statistics](#) provide services estimates. Due to differences in methodology between these two sources, technically they should not be combined to produce a 'total' export or import estimate for Wales. However, to give a broad comparison of the scale of the differences between TSW results and other sources they have been combined for illustrative purposes.

The existing sources estimate Welsh international exports to be around £22.4bn in 2017. This is compared to the TSW estimate of £19.2bn [Table A1]. The following comparisons of the estimates should be treated with caution and appropriate consideration of the differences in methodology. As noted, the TSW sample excluded some sectors, most notably within the financial services sector. For a more realistic comparison 'financial and insurance activities' have been excluded from the [ONS regional services exports](#) figures.

Table A1: Comparison International exports

Welsh international exports (£ millions)	2017			2018 (a)
	TSW estimate	Alternative estimate	Difference	TSW estimate
Total international exports	19,214	22,396	-3,182	19,578
Rest of EU	11,603	11,935	-332	11,729
Rest of the world	7,611	10,461	-2,850	7,849
Goods				
Rest of EU	11,149	9,963	1,186	11,260
Rest of the world	7,040	6,516	524	7,246
Services				
Rest of EU	454	1,972	-1,518	469
Rest of the world	572	3,945	-3,373	603

Source: Trade survey for Wales 2018, HMRC, ONS

(a) 2018 alternate estimates are not currently available.

Estimates from TSW appear lower compared to other sources for services and for exports to the rest of the world. The differences in methodology and coverage are likely to have contributed to this. Although guidance was provided, respondents may have allocated their exports as good or services in a way which is inconsistent with other sources. Limiting respondents to select their top five export destinations may have contributed to an underestimate of exports to the rest of the world.

In 2017 Welsh international imports were estimated at around £22.3bn, based on [HMRC Regional Trade Statistics \(RTS\)](#) goods estimate and [Office for National Statistics \(ONS\) experimental statistics](#) for services. This is compared to the TSW estimate of £12.4bn [Table A2]. The following comparisons of the estimates should be treated with caution using the appropriate caveats as outlined in the limitations listed above.

The differences between TSW estimates and other sources are much larger for imports than exports. Limiting respondents to select their top five import origin countries may have contributed to an underestimate of imports from the rest of the world. The survey also does not capture direct Welsh consumer spending abroad, which would be captured as a tourism import. Business supply chains within the UK also complicate the capture of imported goods. The survey asked respondents to report purchase origin based on their immediate partner in the supply chain, including receiving goods from parts of their businesses based in other regions of the UK. The movement of goods through supply chains within the UK may therefore mask an international origin, which would be captured in the UK level data used in the existing regional estimates.

Table A2: Comparison International imports

Welsh international imports (£ millions)	2017			2018 (a)
	TSW estimate	Alternative estimate	Difference	TSW estimate
Total international imports	12,377	22,308	-9,931	11,908
Rest of EU	9,170	9,866	-696	8,616
Rest of the world	3,207	12,442	-9,235	3,292
Goods				
Rest of EU	8,543	7,388	1,155	7,948
Rest of the world	2,932	10,225	-7,293	3,009
Services				
Rest of EU	627	2,478	-1,851	668
Rest of the world	275	2,217	-1,942	284

Source: Trade survey for Wales 2018, HMRC, ONS

(a) 2018 alternate estimates are not currently available.

Country

In 2018, Germany was the largest export market for **Welsh goods** followed by France, USA, Ireland and the Netherlands based on [HMRC Regional Trade Statistics \(RTS\)](#). This is compared to TSW estimates where France was the largest export market for **Welsh goods and services** followed by China, Netherlands, Germany and United States [Table A3]. The following comparisons of the estimates should be treated with caution using the appropriate caveats in the limitations outlined above.

Table A3: Comparison of international exports by country destination (£ millions)

Country	2017		2018		Country	HMRC estimate (b)
	TSW estimate (a)	Country	HMRC estimate (b)	Country	TSW estimate (a)	
France	4,325	Germany	3,219	France	4,343	Germany
Netherlands	1,805	France	2,732	China	1,918	France
China	1,804	United States	2,291	Netherlands	1,866	United States
Germany	1,596	Ireland	1,040	Germany	1,722	Ireland
United States	1,455	Netherlands	689	United States	1,578	Netherlands
Singapore	982	United Arab Emirates	558	Singapore	985	Belgium
Ireland	620	Spain	469	Ireland	627	United Arab Emirates
Belgium	553	Belgium	456	Belgium	553	Spain
Taiwan	*	Canada	359	Taiwan	*	China
India	*	Turkey	348	India	*	Canada

Source: Trade survey for Wales 2018, HMRC

(a) TSW estimates includes goods and services.

(b) HMRC estimates includes goods only.

In 2018, the USA was the largest import market for **Welsh goods** followed by Germany, China, Netherlands and France based on [HMRC Regional Trade Statistics \(RTS\)](#). This is compared to TSW estimates where Germany was the largest import market for **Welsh goods and services** followed by Belgium, China, Netherlands and United States [Table A4]. The following comparisons of the estimates should be treated with caution using the appropriate caveats in the limitations. A key difference in methodologies causing divergence from existing estimates is likely to be the inclusion of UK supply chains in the TSW. Inter-company transfers from Wales to other regions of the UK will be captured as such in TSW results, irrespective of the final customer location. This differs from the exiting estimates which use data collected at the UK firm level, where sales to international customers will be captured as such and apportioned to regions of the UK.

Table A4: Comparison of international imports by country of origin (£ millions)

Country	2017		2018		Country	Country	HMRC estimate (b)
	TSW estimate (a)	Country	HMRC estimate (b)	Country	TSW estimate (a)	Country	
Germany	1,838	United States	2,447	Germany	1,731	United States	2,971
Belgium	950	Germany	2,022	Belgium	970	Germany	1,921
China	786	China	1,174	China	769	China	1,142
Netherlands	746	Netherlands	1,042	Netherlands	709	Netherlands	1,053
United States	629	Norway	930	United States	609	France	810
France	520	France	889	France	535	Algeria	756
Spain	301	Spain	604	Spain	308	Japan	601
Poland	282	Belgium	594	Poland	282	Belgium	591
Luxembourg	250	Japan	457	Thailand	270	Canada	487
Austria	249	Canada	439	Luxembourg	255	Turkey	466

Source: Trade survey for Wales 2018, HMRC

(a) TSW estimates includes goods and services.

(b) HMRC estimates includes goods only.

Number of international exporters and importers

The TSW produced estimates for the proportion of businesses exporting and importing from the EU and the rest of the world. Applying these proportions to the business population in Wales, the TSW results provides an estimation of the number of exporters and importers²¹. The figures are broadly similar for exporters when compared with the HMRC whole number method. There is a greater difference with importers, but as discussed above, movement of goods through supply chains within the UK may mask an international origin in TSW data [Table A5].

Table A5: Comparison of exporter and importer numbers, 2018

	Goods and/or services		Goods				Services	
	TSW	ONS (a)	TSW	ONS (a)	HMRC (b) proportion	HMRC (c) whole number	TSW	ONS (a)
Exporters EU	5,267	4,300	4,052	3,200	3,205	4,206	1,653	1,700
ROW	3,783		2,603		1,953	2,992	1,412	
Importers EU	6,184	5,900	5,522	4,800	4,889	6,242	1,493	1,600
ROW	2,715		2,576		3,517	4,716	794	

(a) ONS estimates fractionally allocates the trade status of a business to regions.

(b) HMRC proportion method fractionally allocates the trade status of a business to regions.

(c) HMRC whole number method counts each business as one in each region it has a presence.

²¹ TSW sales estimates apply to 31,616 reporting units and purchases estimates apply to 27,830 reporting units. See the sampling section in the [Technical Report](#) for more details on TSW coverage.

Well-being of Future Generations Act (WFG)

The Well-being of Future Generations Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. The Act puts in place seven well-being goals for Wales. These are for a more equal, prosperous, resilient, healthier and globally responsible Wales, with cohesive communities and a vibrant culture and thriving Welsh language. Under section (10)(1) of the Act, the Welsh Ministers must (a) publish indicators (“national indicators”) that must be applied for the purpose of measuring progress towards the achievement of the Well-being goals, and (b) lay a copy of the national indicators before the National Assembly. The 46 national indicators were laid in March 2016. Information on the indicators, along with narratives for each of the well-being goals and associated technical information is available in the [Well-being of Wales report](#).

Further information on the [Well-being of Future Generations \(Wales\) Act 2015](#).

The statistics included in this release could also provide supporting narrative to the national indicators and be used by public services boards in relation to their local well-being assessments and local well-being plans.

Further details

This document, along with technical report and data files are available at:

<https://gov.wales/trade-survey-wales>

Next update

To be confirmed.

We want your feedback

We welcome any feedback on any aspect of these statistics which can be provided by email to stats.trade@gov.wales.

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