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Diskussionspapiere Discussion Papers

Discussion Paper No. 109

On the Fallacy of Neglecting Firm Size in Assessing Export Marketing Strategies

by
Harald Trabold

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Deutsches Institut für Wirtschaftsforschung

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On the Fallacy of Neglecting Firm Size in Assessing Export Marketing Strategies

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Harald Trabold

Berlin, March 1995

Deutsches Institut für Wirtschaftsforschung
Königin-Luise-Straße 5, D-14195 Berlin
Telefon: 49-30 - 89789-0
Telefax: 49-30 - 89789-200

Abstract¹

Empirical evidence from French exporters presented in this paper shows that the vast majority of firms follow a strategy of market concentration when market numbers or a combination of market numbers and the share of the key markets is used as an indicator. These results are at odds with many other studies on the subject. The main reason for this is the size distribution of exporters which corresponds to Gibrat's law. In addition, industry effects and the stage of internationalisation were also found to affect the number of export markets. Given the fact that only large exporters can afford to penetrate a large number of markets and that micro-, small-, and medium-size firms constitute the majority of exporters the use of a uniform number of markets as a dividing line will automatically categorise most firms as following a strategy of market concentration. Future research on export marketing strategies should therefore be conducted with firms of similar size, the same industry and the same stage of the internationalisation process.

¹ This paper is one of the outcomes of a collaboration between the International Trade Centre UNCTAD/GATT (ITC), Geneva, and the German Institute for Economic Research (DIW), Berlin, in the area of trade data analysis at enterprise level. The author wishes to thank the ITC and its staff for their hospitality on various occasions. I would also like to thank Christian Weise for substantial comments on an earlier version of this paper.

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1. Introduction

The last twenty years have seen a lively - mainly normative - debate on how to export successfully. Although some factors thought to determine export success have received strong support in empirical studies, evidence for the others is elusive and contradictory.¹ This is also true for the choice of an optimal strategy for selling abroad, although the literature on export marketing strategies is full of advice to exporters on how to penetrate foreign markets.² Among the options discussed are the strategies of **market concentration** and **market spreading**. The essence of the former strategy is to concentrate on a few key markets while the latter strategy implies to export to many markets. Both strategies are recommended and empirical studies show that both are used. However, none of the strategies could be shown to be superior which might have contributed to the declining efforts to deal with the issue.³

This paper puts the choice of marketing strategy into perspective (section 2) and reviews the theoretical arguments in favour of each of the strategies (section 3). After a discussion of the empirical problems associated with identifying the strategies empirically (section 4) the existing empirical evidence is reviewed (section 5). Section 6 presents empirical evidence from a data set of more than 20.000 French exporters from three years. The results are at odds with many empirical studies and normative recommendations over the choice of strategy. Hence, section 7 includes the author's interpretation of these results.

This study differs from others in many respects. First, it uses enterprise-related customs data based on firm's customs declarations. This helps to eliminate sampling bias which is a problem of studies based on mailed questionnaires. Those 20% to 40% of the firms sending their questionnaires back often belong to the more active and larger exporters. Moreover, the answers of companies currently not exporting are often not used. Smaller or less active firms often don't bother to answer the questions. This results often in a sample which is only representative for large (perhaps also medium) and active exporters. Second, the study covers 95% of the exports to industrial countries of one of the largest export nations in the world. Even studies concentrating on export behaviour in one industry only often fail to achieve such a high coverage rate. Third, the number of firms in this study (between 19732 and 27715) is much larger than in other studies (typically between 70 and

¹ Cf. Gemünden (1991), Madsen (1987).

² For instance Kreutzer (1989), Köhler/Hüttemann (1989), Rabino (1987), Stern/El-Ansary (1982).

³ Most empirical studies on the issue of market spreading vs. market concentration are from the seventies and early eighties.

500). Fourth, firms are assigned to an industry by their share of sales of products belonging to a certain product group. Thus, a firm producing 5 products can be in five industries. Most other studies use industry definitions based on main activity of the firm, implying that a firm can be in one industry only.

2. The export marketing mix

Effective export marketing is regarded as one of the key elements of a successful export strategy - a fact which has long been stressed. Identifying and selecting the appropriate marketing strategy involves a decision on at least five variables of the marketing mix,

- a) product
- b) price
- c) advertising
- d) distribution and
- e) export markets.

Decisions on these five variables cannot be taken independently from each other. It makes for instance no sense to differentiate a product to appeal to persons with higher education and income and choose discounters as marketing channels instead of specialised retailers. Designing the optimal marketing mix is therefore frequently an iterative process, where decisions on one variable are adjusted as a result of a decision on another variable of the marketing mix.

ad a) Product Decisions: With respect to product development a decision has to be taken on the degree of horizontal and vertical differentiation of a generic good.⁴ Product differentiation can be viewed as a process of changing a generic good in such a way that the consumers perceive the product as different from the generic good. As a result, the market for a certain good will consist of different product versions which are imperfect substitutes and for which different prices can exist. Horizontal or product range differentiation involves decisions on design, colours, taste, etc. Vertical differentiation occurs mainly by means of quality variations.

⁴ Cf. Eaton/Lipsey (1989) for a comprehensive and formal discussion of product differentiation or Grimwade (1989: 118-120) for a brief and descriptive treatment.

For the purpose of exporting, most products need to be adapted according to the consumer preferences, different technical standards or security regulations of the target market. They need to undergo product adaption i.e. an additional round of product differentiation before they can be exported.⁵ The costs of export adaption depend on the product and the requirements of the target market.

ad b) Price Decisions: Price decisions are often a critical factor in successful exporting. Unless the firm sells a relatively homogeneous product and is therefore a price taker, the firm is facing several pricing options in the export markets. One alternative is to fully exploit its competitive price advantage by charging a relatively low price. If price elasticity of demand is high, the high sales volume will more than offset the low profit margin and lead to high absolute profits in the export business. A firm can also build on its non-price competitiveness and opt for a higher profit margin by charging a similar price as the competitors. These options depend among others on supply and demand conditions, the degree of competition, product characteristics, the costs of adaption and the goals of the firm.⁶

ad c) Advertising Decisions: Advertising aims at influencing the potential buyers in favour of the firm's products. Fixing an advertising strategy entails two main decisions - the writing of a copy platform and media planning. The first sets forth the claims and themes to be used, the mood of an ad, and the product features to be advertised.⁷ The second comprises media-mix decisions, i.e. the identification of the most promising combination of television and radio programs, newspapers, magazines, etc. to be used.

ad d) Distribution Decisions: Setting up a distribution system involves decisions on the mode of transportation, storage and marketing channels. It aims at minimizing the costs, simultaneously ensuring timely delivery. The marketing channels ultimately determine how an exporter reaches the customers. Picking the right channel is crucial, as the performance of the channel is one of the main determinants of export success.⁸

⁵ ITC (1985), Kacker (1975).

⁶ See Piercy (1982) for a detailed discussion.

⁷ Cf. Rabino (1982).

⁸ Cf. Paulsson (1994), Kirchbach (1988), ITC (1989) or Stern/El-Ansary (1982: Chapter 12).

ad e) Export Market Decisions: Picking the right export markets and choosing an appropriate strategy to deal with the wide range of potential export markets are key decisions to be made in designing the export marketing mix.⁹ Considerable disagreement persists on how to determine the most promising export markets. Standard international trade theory suggests to target those countries which have a comparative disadvantage in the product a firm seeks to export. Ricardian (and neo-technology) trade theory implies that a firm in a technologically advanced country should find its best export markets in countries with a low technological level. According to the Heckscher-Ohlin theory a firm should find its best export markets in countries with markedly different factor endowments than the home country. Both versions of standard international trade theory imply that firms in industrialised countries find their most promising export markets in developing countries.

Linder (1961) has criticized standard international trade theory because of its neglect of the demand side and argues that exporters find their best markets in countries with similar tastes as the home country. This would imply exporting mainly to a country with a similar structure of demand. As the level of economic development and the structure of demand are closely correlated, firms from high income countries would find their most promising markets in other high income countries. Similarly, the Uppsala School¹⁰ has argued that according to the concept of psychic distance exporters pick those markets which are psychologically close to the home market. As psychologically close countries are often clustered geographically this would involve mainly exporting to neighbouring countries. Tookey (1975) suggests to build the decision on both strands and select export markets on the basis of their potential and similarity to the home market. Dichtl/Köglmayr (1987) emphasize that discontinuities in international markets and national economies impact on export market selection. It follows from this point of view that firms seek to export to politically and economically more stable markets, the more the risk-adverse management is.

Having selected a range of potential target markets the exporter has to decide on an appropriate export marketing strategy with respect to the number of target markets.¹¹ In principle, two types of strategies can be distinguished. The essence of the strategy of **market concentration** is to focus exports on a few key markets. Firms choose the most promising markets and may switch from one market to another if a market turns out to be not lucrative

⁹ Cf. Hooley/Newcomb (1983).

¹⁰ Cf. Johansen/Vahlne (1977), Wiedersheim-Paul/Welch/Olson (1978).

¹¹ Besides the number of target markets there are many more criteria for categorising marketing strategies. See e.g. Samli (1987), or Cooper/Kleinschmidt (1985) for different typologies of marketing strategies.

enough or too difficult to be served. They actively promote their product and try to penetrate the key markets to achieve high market shares. The managerial focus of those firms is often referred to as marketing oriented, while firms following a strategy of **market spreading** are often viewed to be selling oriented.¹² Contrary to market concentration the strategy of market spreading implies selling a product to many or all target markets simultaneously. Firms initially export to all promising markets and retreat only from the unprofitable ones. They behave more passively in the target markets in general and do not strive for high market shares in the export market.

This paper will not discuss details of the first four variables of the marketing mix. It is assumed that the most important decisions on product, price, advertisement and distribution channels have been taken. The firm has identified the promising target markets and faces the choice of whether to use a strategy of market spreading or one of market concentration.

3. Market concentration vs. market spreading: Theoretical considerations

The choice of market concentration or market spreading as a strategy is dependent on a variety of situational factors which are reviewed in detail by Piercy (1981) or Ayal/Zif (1979). These factors fall into four broad categories: costs, product characteristics, firm characteristics and market conditions.

a) costs

Selling abroad causes fixed costs in addition to those already incurred for marketing a firm's products in the domestic market.¹³ With respect to choosing the right strategy the decisive question is whether the fixed costs are due to exporting in general and are therefore independent from the number of export markets or whether they are incremental for every export market and therefore increase with the number of export markets served. High incremental fixed costs usually arise from requirements of the export market. Products may need to be adapted to conform to safety standards or technical norms. A marketing organisation with sale representatives, new offices and equipment may be necessary. In these cases the fixed costs of exporting increase with the number of export markets and a strategy of market concentration will most likely be the best choice.

¹² Cf. Ford/Leonidou (1991).

¹³ Cf. Venables (1994).

Fixed costs are by and large independent from the number of export markets, if exports can be effectively handled from the home base of the company. Low incremental fixed costs arise e.g., when products don't need to be adapted, when they are mailed directly, or when they can be sold to a wholesale or trading company in the target market which sells the products and keeps the value added from this service. With low incremental fixed costs the optimal strategy for a firm will be market spreading.

The accumulation of knowledge probably constitutes the single most important source of dynamic economies of scale which can be represented by the learning or experience curve.¹⁴ The basic idea is that the unit costs of producing goods or services decline with cumulative output or sales, as firms learn to cope with all the problems associated in setting up a new production. Ursic/Czinkota (1984) extended the production-related learning curve explanation to export expansion and found that it helps to explain the international activities of firms. It is therefore a sound theoretical proposition that firms having established their own sales organisation abroad have a much better chance to acquire export market knowledge, reap the benefits of dynamic scale economies and are able to reduce the costs of exporting. As limited marketing budgets do usually not allow for setting up their own sales organisation in a wide range of countries, companies wishing to move down the learning curve will in general choose a strategy of market concentration.

b) product characteristics

Product characteristics determine to a large extent whether a product competes on price or non-price factors. Standardised products, envisaged for mass-market uses need to be price competitive in order to meet the test of the world markets. If a firm has a competitive advantage in a standardised mass product, it seems to be appropriate to reap those benefits as quickly as possible, as competitive advantages in such products tend to be extremely fleeting.¹⁵ The optimal strategy will therefore be one of market spreading. The same is true for products designed for small market segments with specialised applications. The low sales volume achievable suggests to reap the benefits in as many markets as possible, provided there aren't high incremental fixed costs of exporting.

Technologically advanced products are likely to need personal selling and good after-sales service. They are often sold with a 1 to 3 year guarantee and tend to compete more on

¹⁴ Cf. Krugman/Obstfeld (1994).

¹⁵ Cf. Porter (1990).

non-price than on price factors. An exporting firm is required to establish its own marketing and service organisation in the target market. This leads to high incremental fixed costs and therefore favours a strategy of market concentration.

c) firm characteristics

The strategy of market concentration involves a higher risk than the strategy of market spreading, as the loss of one export market may very well mean the loss of a substantial part of the total export volume. Hence, risk averse firms are more likely to follow a strategy of market spreading than risk taking firms.

Another factor influencing the strategy decision is the stage of internationalisation of a firm.¹⁶ Firms in the early stages of exporting tend to concentrate on a few markets as they either do not have regular export activities, but are willing to fill unsolicited orders, or are experimental exporters with sales to a limited number of psychologically close countries. Mature and committed exporters, on the contrary, are more likely to have a larger number of markets.¹⁷

d) market conditions

Market conditions also play an important role in determining the choice of an appropriate strategy. Small, unstable or new markets favour a strategy of market spreading, as export proceeds tend to be volatile under these market conditions. With unstable financial flows and profits, however, a firm is more difficult to manage and even risk-taking firms often opt for a strategy of market spreading in order to stabilise exports. On the other hand, large, stable or mature markets favour a strategy of market concentration. This is mainly due to the fact that such market conditions attract a large number of firms, thereby increasing competition. Highly competitive markets require active marketing. This involves advertisement, additional sales personal, etc. and leads to high incremental fixed costs - a situation identified above as favouring a strategy of market concentration.

Market conditions can also be characterised by the reactions of sales to marketing efforts. This relationship is often represented by sales response functions which fall into two

¹⁶ Cf. Kutschker (1994), Czinkota (1982), Wortzel/Wortzel (1981), Reid (1981), Cavusgil (1980), Bilkey/Tesar (1977) or Johanson/Wiedersheim-Paul (1975) for different models of the internationalisation process of firms.

¹⁷ Cf. Bamberger/Evers (1994).

broad categories - concave functions and s-shaped functions.¹⁸ With an s-shaped sales response function sales initially increase slowly with the expansion of spending on marketing efforts and are only picking up after a substantial amount of money has been spent on marketing efforts. In this case it makes sense to allocate the marketing budget on a few markets in order to achieve a high sales volume and firms may wish to follow a strategy of market concentration. A concave sales response function implies that relatively high sales can be affected with comparatively low expenses on marketing efforts. The fact that diminishing returns to marketing efforts are prevalent from the very beginning results in an optimal sales/marketing effort ratio at low levels of marketing efforts. Applying a strategy of market spreading seems the rational choice for firms operating in markets with concave-shaped sales response functions.

These theoretical considerations suggest that general recommendations cannot be made to exporters. There are probably as many reasons favouring market concentration as reasons favouring market spreading. Which of the strategies real world firms prefer can only be assessed by looking at the empirical evidence.

4. Measurement issues

Although the most common way of defining export markets is in terms of countries this approach is not entirely satisfactory. First, the concept of market segmentation according to which a market for a generic good is divided into separate product markets serving different buyer needs implies that a firm might serve several product markets. For instance, the market for cigarettes has several segments (high- and low-tar cigarettes, menthol cigarettes etc.) and cigarettes from one segment hardly compete against cigarettes from another segment. Hence, a firm selling high- and low-tar cigarettes should be considered as operating in two markets. Using the number of countries as an indicator of the choice of export marketing strategy will therefore underestimate the number of export markets served. Second, it has been argued that a group of countries with similar conditions should be considered as only one market.¹⁹ According to this point of view a region such as the EU or Latin America would be one export market. In this case the number of countries would overestimate the number of markets served. Hence, defining export markets in terms of countries doesn't seem to be so bad at all, as it tends to balance the effects of over- and under-

¹⁸ Cf. Ayal/Zif (1979).

¹⁹ Cf. Hirsch/Lev (1973).

estimation just described. In addition, using countries also facilitates the comparison of different studies. Both facts probably contribute to the widespread use of defining one country as one market, an approach also followed in this study.

Market concentration has been defined as a strategy focusing on a **few** key markets while the strategy of market spreading is related to selling in **many** markets. Hence, one approach to assessing a firm's strategy is simply to define how many markets constitutes "few" or "many" and count the number of markets a firm is exporting to. However, deciding upon a specific number is often avoided, especially in the more normative literature. One exception is the BETRO Trust Committee (1976), which generally recommends a strategy of market concentration and explicitly states that exporters will often find their best market number between five and ten. Another is the ITI (1979), study which states that the most impressive export performance is found with those companies concentrating their efforts on ten to twelve markets.

Assessing a strategy purely in terms of absolute numbers of export markets has several shortcomings. First of all, it neglects the size of firms. Even with low incremental fixed costs the marketing budget of small companies might only allow them to serve six or seven markets. In this case a strategy of concentration would imply selling to only two or three markets, while exporting to four or more markets would be associated with market spreading. Hence, fixing the dividing line between the two strategies in relative rather than in absolute terms would probably be preferable. However, as the discussion of the situational factors favouring either strategy has shown, there is a wide range of criteria other than firm size which can be used to decide upon what should constitute an appropriate threshold distinguishing both strategies empirically. But even if there would be agreement on using firm size, the question would remain on how to measure it.²⁰ Therefore, many authors prefer either to stay vague or fix the dividing line in absolute terms. Secondly, assessing on export marketing strategy purely in terms of the numbers of export markets neglects the stage of internationalisation of a firm. Firms in an early export stage can be characterised as reactive exporters with few and geographically close export markets.²¹ Active and committed exporters on the contrary ship their goods to many markets. Hence, counting the number of export markets not only reflects choice of strategy but also the internationalisation stage of a firm. Third, it is doubtful whether a company is correctly categorized as using a strategy

²⁰ Stigler (1983) has proposed to measure a firm's size dependent on the market to be considered, i.e. by employees in a labour market studies, by revenue in a product market, etc.

²¹ Cf. Bamberger/Evers (1994).

of market spreading if 20 or more markets are served but if 90% of the exports go to three or four key markets. In line with this argument Piercy (1982:73) has defined market spreading as *"selling to more than a dozen of export markets (although quite possibly a lot more) without devoting most efforts to a few key markets (say, five or six)."* Such a definition is cumbersome to work with empirically. Hence, it has been suggested to use concentration measures similar to the ones used in industrial economics to assess the degree of a firm's export concentration or diversification.²² The drawback with this approach is that it is not clear which of the many indices would constitute an appropriate index in measuring a firm's export concentration.²³

Another problem arises from the different interpretations of the export marketing strategies. While it is often used in the static sense as discussed so far it is sometimes interpreted dynamically as a change in the number of export markets or a change in a concentration index, as e.g. in Ayal/Zif (1979) or Hirsch/Lev (1973). In a dynamic interpretation, a firm is following the strategy of market concentration (spreading) if the number of export markets or an index measuring the firm's export concentration is increasing (declining). It is not difficult to find examples in which a firm would be categorised as using the strategy of market concentration in a static sense while it would be using the strategy of market spreading in a dynamic sense. Take a firm which exports to one market and enters a second market abroad. Every index of concentration will indicate that the firm is following a strategy of market spreading in a dynamic sense while the firm would be categorised as following a strategy of market concentration in a static sense. The advantage of the dynamic concept of export marketing strategies lies in the avoidance of having to fix a dividing line as in the static case. However, empirically assessing export strategies in a dynamic sense poses much stronger requirements on data availability, as export data for several years are needed. The approach of Hirsch/Lev (1973), who used the change of the Herfindahl-index in 1968 compared to 1964, neglects the years in between. Most of us have been warned in our first econometric courses against inferring a trend from only two observations in time. However, data availability sometimes leaves no other choice but to resort to techniques which would be avoided otherwise.

When a dynamic interpretation of the export marketing concept is used, the choice of indicators (numbers vs. concentration index) becomes crucial. For it can easily happen that

²² Hirsch/Lev (1973) have used the Herfindahl-index as an indicator of a firm's export concentration.

²³ See for instance Hay/Morris (1991), Scherer/Ross (1990) or Waterson (1984) for a discussion of weaknesses and strengths of different measures of concentration.

the market number is rising (pointing to market spreading) while the concentration index is decreasing (pointing to market concentration).

Data requirements and a lack of criteria for choosing an appropriate index to assess export marketing strategy in a dynamic sense have probably contributed to the widespread use of the static concept. As the following review of empirical studies shows both market numbers and market shares (or concentration indices derived from them) are used in assessing which export marketing strategy firms are following.

5. Review of empirical evidence

Empirical evidence on the marketing strategies chosen by firms is scarce. Even scarcer is empirical evidence on the superiority of either strategy, although it is sometimes claimed that for most firms, especially the small and medium-size exporters, a strategy of market concentration is better.²⁴ One of the main reason for this weak empirical evidence lies in the broad variety of dependent and independent variables used in empirical studies analysing export behaviour and export success. A meta-study reviewing more than 50 empirical studies found that more than 700 independent variables are assumed to influence export performance.²⁵ These variables basically represent some core factors and can be grouped into a few categories as in Gemünden (1991), Aaby/Slater (1989), Madsen (1987), Albaum/Peterson (1984) or Bilkey (1978).

With respect to the export marketing strategy only a few studies contrast market spreading with market concentration as discussed so far. Some studies use very close concepts such as nearest neighbour (concentration) versus world market (spreading) orientation. Other studies place more emphasis on the managerial attitude behind such strategies and use pairs of terms such as

- seller versus marketing orientation
- passive (reactive) versus active export orientation
- export versus export marketing orientation

to indicate whether firms are spreading or concentrating, respectively, their export efforts. As the independent variables are differently operationalised, comparison of the studies is impaired. Despite all the problems, the studies reviewed here reveal a common pattern: both types of strategies are used and are distributed roughly equally among the firms of the sample.

²⁴ Cf. ITI (1979); BETRO Trust Committee (1976). For a dissenting view see Piercy (1982).

²⁵ Cf. Gemünden (1991).

Applying the dynamic interpretation using the change of the Herfindahl-index of export concentration as an indicator to assess the use of strategy Hirsch/Lev (1973) found that both strategies were followed almost equally by a sample of 202 Danish, Dutch and Israelian firms. 52% of the firms applied a strategy of market concentration while 48% of firms pursued one of market spreading. In all three countries export profitability was higher for firms following a strategy of market spreading.

Meidan (1975) categorised the exporters in the woollen and worsted finished fabric industry in the U.K. according to their attitude towards exporting. He found that 50% have adopted a marketing attitude while the others were more sales oriented.

An IMR (1978) study found that 33% of 281 British and 36% of 282 German companies exported to up to 10 markets. Hence, about two thirds of the firms in both countries can be categorised as using a strategy of market spreading.

Johanson/Nonaka (1983) found that Japanese firms follow a strategy of market spreading in a dynamic sense. They start exporting to psychologically close countries in South East Asia and before entering the all-important European and U.S. market exporting to Australia was often viewed as a dress-rehearsal. However, as the companies interviewed were 12 of the largest Japanese firms (Sony, Matsushita, Mitsubishi, Denki, Hitachi, Toyota, Nissan, Mazda, Honda, Japan Steel, Nippon Kokan, Kawasaki) these results cannot be considered representative.

Cooper/Kleinschmidt (1985) categorised a sample of 142 Canadian firms selling high-technology electronics into 6 export marketing strategies. Three of those strategies imply a world market orientation and the other three a nearest neighbour (U.S.) orientation of exporters.²⁶ Firms with world market orientation sold on average 28% of their exports to the nearest neighbour while firms with nearest neighbour orientation shipped on average 90% of their exports to the U.S. Although the categorisation schemes are not strictly comparable, these figures indicate that nearest neighbour orientation corresponds to a strategy of market concentration while world market orientation is close to the concept of market spreading. The results concerning the distribution of firms on the two strategies and export success resemble those of Hirsch/Lev (1973) mentioned above. Both strategies were used, however 60% of the firms used a strategy of market spreading while 40% used one of market concentration.

²⁶ Firms were categorised as nearest neighbour exporter if they sold more than 67% of their exports to the U.S. (an average of 67% of Canadian manufactured exports went to the U.S. in the years of data collection).

Reid (1987) analyzed export behaviour of 77 small Italian manufacturers. He found that both strategies are used depending on situation-specific factors, although superiority of either strategy could not be confirmed.

6. Empirical evidence from French customs data

a) Assessing the choice of strategy with market numbers

French customs data from 1985, 1988 and 1990 covering 95% of French exports to industrialised partner countries and between 15% and 20% of the nations' exporters have been used to calculate the number of export markets per firm.²⁷ The results are presented in Table 1 which gives the distribution of French exporters by the number of export markets per firm.

Table 1: Distribution of French exporters by the number of export markets per firm

Number of export markets	Share of total exporters (%)		
	1985	1988	1990
1	53,2	54,1	31,3
2	17,1	16,2	23,1
3	8,7	8,6	12,8
4	5,3	5,2	7,9
5	3,5	3,8	5,7
6	2,7	2,6	4,0
7	1,9	2,0	3,2
8	1,5	1,5	2,2
9	1,1	1,2	1,8
10	0,9	0,9	1,5
11	0,7	0,7	1,2
12	0,6	0,6	1,0
13-16	1,6	1,5	2,3
17-20	0,7	0,7	1,1
21-26	0,4	0,3	0,6
27-33	0,1	0,1	0,2

Source: DIW calculations based on French customs data.

In order to decide to what extent firms follow a strategy of market concentration or market spreading, a dividing line between the two strategies has to be fixed. With regard to the numbers given by BETRO (1976) and ITI (1979) a low dividing line would be four markets. i.e. approximately 10% of the 42 export markets covered in the sample. In this inter-

²⁷ See Section 9 for data description, coverage and limitations.

pretation a firm would be applying a strategy of market spreading if at least 5 markets are served. Considering that the EC had 10 members in 1985 and 12 in 1988 and 1990 this would mean that those firms following a strategy of market concentration would not have even served half of the EC countries. Even in this wide interpretation of market spreading, only 16% of the firms in 1985 and 1988 and 25% of the firms in 1990 used a strategy of market spreading. If eight markets are used as a dividing line, the share of firms considered using a strategy of market spreading lies between 6% and 10% and if 12 markets are used only 3% to 4% of the firms follow such a strategy.

b) Assessing the choice of strategy with market numbers and market shares - a bird's eye view

Another criterion for deciding whether firms use a strategy of market spreading or market concentration is to use the above mentioned definition of Piercy (1982:73), according to which market spreading means to sell to many markets without concentrating on a few key markets. Although this criterion leaves some room for interpretation an attempt is made here to use Piercy's definition for assessing the choice of strategy. Because of the smaller number of export markets in our data, Piercy's figures are simply divided by two. Hence, a firm follows a strategy of market spreading, if 6 or more markets are served and the main efforts are not concentrated on three key markets. It is apparent from Table 1 that 81% to 88% of the firms are automatically categorised as using a strategy of market concentration as they export to 5 or less markets.

A bird's eye view by firm group²⁸ on the remaining 12% to 19% of the firms reveals that the average share of the main three markets lies at approximately 80% in each of the three years for firms exporting to 6 markets and between 56% and 60% for firms exporting to 20 markets (see tables A-1a, A-1b and A-1c in Annex 1 which give the average share of the largest, second largest etc. market by the number of export markets for all firms in the sample). It is of course a matter of interpretation whether such shares for the main three markets are considered to represent a concentration on the key markets or not. However, most of us would probably agree that not very many groups of firms are using a strategy of market spreading.

An aggregation by firm groups as in Tables A-1a, A-1b and A-1c still doesn't rule out the possibility that this result is caused by half of the 12% to 19% of the firms with more

²⁸ The firms are grouped by the number of export markets.

than 5 export markets strongly concentrating on three main markets, while the other half would be following a strategy of market spreading. However, even if this was the case there would still be less than 10% of the firms using a strategy of market spreading according to the definition of Piercy.

c) Assessing the choice of strategy with concentration index

A third criterion to assess a firm's marketing strategy is to use concentration indices similar to those used in assessing firm concentration in an industry, e.g. concentration ratios, the Herfindahl-, Rosenbluth-, Horvath- or entropy-index.²⁹ Most of the concentration indices have a more or less strong theoretical foundation related to the field of industrial economics. Still, the choice of an index is to some extent arbitrary.³⁰ With respect to assessing export marketing strategies there is no guidance to which index should be used. We have opted to use the Herfindahl-index for two reasons. First, it is probably the most widely used concentration-index. Second, it was used in the study of Hirsch/Lev (1973) which is - to the best of our knowledge - the only study using a concentration index to assess the choice of strategy.

The Herfindahl-index of a firm's export concentration is calculated by summing the squared shares of each export market in total exports:

$$H = \sum_{i=1}^n s_i^2$$

where s_i = share of export market i in total firm exports,
and n = number of export markets per firm.

The Herfindahl-index has a maximum of one (absolute concentration) and a minimum of $1/n$ (equal distribution). Hence, the more concentrated a firm's exports, the higher the index. As with market numbers, a dividing line has to be defined to assign a firm to a strategy but unfortunately, there are no criteria to fix such a value. Therefore, Table 2 provides a summary of the export market concentration of French firms in which exporters

²⁹ Cf. Needham (1978) for a detailed discussion of those indices.

³⁰ In most cases the choice of index doesn't make the difference, as the index values are highly correlated (see Hay/Morris (1991)).

are grouped into classes by their value of the Herfindahl-index. If index values between 0 and 0.3 are defined to indicate a strategy of market spreading, between 13% and 19% of French exporters follow this strategy.³¹ If the upper limit is increased to 0.4, the share of firms considered to spread their export efforts goes up to between 21% and 31%. Increasing the upper limit further, e.g. to 0.5 doesn't seem to be appropriate. The value of the Herfindahl-index can only reach or go beyond 0.5 if the largest export market accounts for at least 50% of a firm's export revenues - a fact which is hard to reconcile with the notion of market spreading.

Table 2: Export Market Concentration of French Firms

Herfindahl-index	share and <i>cumulated</i> share of firms (in %)					
	1985		1988		1990	
1	53	53	54	54	31	31
0.99 - 0.61	9	62	8	62	13	44
0.60 - 0.51	10	72	10	72	14	58
0.50 - 0.41	7	79	7	79	11	69
0.40 - 0.31	8	87	8	87	12	81
0.30 - 0.21	8	95	8	95	12	93
0.20 - 0.00	5	100	5	100	7	100
Source: DIW calculations based on French customs data.						

d) Industry effects

In order assess industry effects on the choice of strategy two of the three indicators used so far - market numbers and share of the main three markets - were calculated on a disaggregated level. Annexes 2, 3 and 4 show the cumulated share of exporters and the distribution of export revenues on the main markets per firm group by industry. Although the industries differ in terms of the maximum number of export markets and the number of exporters, the aggregate pattern as shown in Annex tables A-1a, A-1b and A-1c is almost the same on the disaggregated level: Most firm groups in an industry concentrate on a few key markets and even those spreading their export efforts over many markets derive the bulk of their exports from selling to three or four key markets. Table 3 gives the percentage of firms

³¹ Stigler (1969) has used the Herfindahl-index equal to 0.25 as a dividing line to differentiate between concentrated and not concentrated industries.

exporting to four or less markets by industry. On a three year average, between 96% (wood) and 76% (perfume) of the firms in an industry export to four markets or less. It is remarkable that these percentages are almost constant in 30 of the 31 industries for all three years, although the number of exporters varies considerably between the three years. Only motorcycles and cycles show a difference of more than five percentage-points between any of the three years (see Table 3). It seems that there are industry effects which play a role in determining the share of firms concentrating on key markets. These industry effects might be due to the situational factors discussed above. It also seems that industries producing relatively homogeneous products which are costly to transport tend to concentrate their efforts on fewer markets. It is, however, far beyond the scope of this paper to explore the causes of those differences in more detail.

Table 3: Share of firms with 4 or less export markets by industry (in %)

Industry	1985	1988	1990	average
Vegetables	94	94	93	94
Wine	83	83	83	83
Wood	96	96	95	96
Furniture	95	93	93	94
Fish	96	94	96	95
Iron and steel	80	82	84	82
Non-ferrous metals	85	84	85	85
Glass and ceramics	81	86	84	84
Base chemicals	77	77	76	77
Perfume	75	76	77	76
Pharmaceutical products	78	79	75	77
Metal products	89	90	90	90
Agricultural machines	85	86	86	86
Machinery, general and specialised	86	88	87	87
Office machines and data processing equipment	89	88	88	88
Electrical components	81	83	84	83
Electronic components	84	86	86	85
Consumer electronics	85	88	85	86
Household equipment	83	81	83	82
Motor cars and pieces	87	89	90	89
Utilitarian vehicles, coaches and trailers	95	93	94	94
Motorcycles, cycles and pieces	78	87	89	85
Clocks, precision engineering, optics	85	85	85	85
Dairy products	83	80	78	80
Textiles	83	82	81	82
Leather and furs	90	92	93	92
Shoes	83	82	82	82
Clothing	88	86	86	87
Pulp and paper	84	84	84	84
Toys	83	88	86	86
Sports and camping equipment	87	88	87	87

Source: DIW calculations based on French customs data.

Summary of results: Although different dividing lines between the two strategies and the use of different concepts to assess the use of a certain strategy lead to (slightly) different shares of firms categorised as following either strategy, the empirical evidence from a large sample of firms leaves no doubt that the majority of French exporters is following a strategy of market concentration in a static sense when trading with industrialised countries. This seems to be all grist to the mills of those recommending that firms should concentrate their efforts on a few export markets. However, as we shall see below there is more to the choice of strategy than meets the eye.

7. The fallacy of neglecting firm size

The main reason why the majority of French firms are following a strategy of market concentration is not so much due to the fact that they are voluntarily opting for this strategy. Most of them simply don't have another choice, as they are too small. There are several theoretical arguments supporting this point of view: First, although situational factors can be found leading to low incremental fixed costs in exporting to an additional country, it is also clear that in many cases these costs are high. Small and medium-sized firms very often do not have the financial resources available to cover the fixed costs of exporting to an additional market. Secondly, similar to the concept of minimum efficient scale (MES) in production there is a minimum efficient scale in exporting (MESE).³² That is, in order to cover the fixed costs of entering a new export market, a certain sales volume is needed in a foreign market. Small firms, especially, might simply not have the physical capacity to produce the necessary quantities to cross MESE in more than one or two export markets. Thirdly, a firm can never be sure it will be successful in a new foreign market. Loosing a given amount of fixed costs for entering a foreign market is associated with a higher risk for smaller firms. This is also the main reason why simply increasing production by employing additional resources doesn't solve the problem of crossing MESE. Our proposition is therefore, that on average, firm size determines the optimal number of export markets.³³

In order to check this proposition the log of average firm group exports was regressed against the number of export markets. The log of average export revenue is used for two reasons. First, theoretical considerations and empirical evidence suggest that the size distribu-

³² Cf. Auquier (1980).

³³ This proposition is in line with other studies identifying firm size as a major factor influencing export behaviour, e.g. Culpan (1989).

tion of firms in an economy and an industry can often be approximated by a lognormal distribution (Gibrat's law).³⁴ Hence, if firms are ordered by ascending firm size on the x-axis in a diagram with the corresponding firm size graphed on the y-axis, the resulting curve can be approximated by an exponential function. Secondly, export intensity³⁵ is - on average - higher for larger firms.³⁶

It follows from these two facts that the distribution of firms' export revenues can also be approximated by a lognormal distribution. If the proposition that larger firms have a greater number of export markets is correct, the curve resulting from graphing the number of export markets on the x-axis and firm's export revenues on the y-axis should also resemble an exponential function. The correlation between the log of average exports per firm group and number of export markets is obvious from Figures 1 to 3 with R^2 of 0.96, 0.89 and 0.93 for 1985, 1988 and 1990, respectively, and coefficients significant at the 0.01 level.

Our proposition is therefore that the causality runs from firm size to the number of export markets: The larger a firm the more export markets can be served. The situational factors under which a firm operates determine whether more or less markets are served. This proposition is in line with the IMR (1978) and Bamberger/Evers (1994). These two are among the few studies which differentiate the number of export markets by firm size; both find that firm size heavily influences the number of export markets. In addition, Bamberger/Evers (1994) found that the stage of internationalisation and the industry, to which a firm belongs, matter. The proposed causality cannot be proven. Claiming however, that market numbers determine export volumes would be rather unreasonable as one would need to find an explanation of why firms are not growing and increasing profits by simply increasing the number of their export markets.

Additional support for our proposition can be found in looking at some of those firms not included in our data set. The smallest 110.000 to 115.000 exporters (micro-exporters) account for 3.1% and 2.8% of total French exports in 1990 and 1988, respectively.³⁷ Average export per micro-exporter was FF 300,000 in 1990 and FF 230,000 in 1988, which is 10% to 12% of the average export revenues of those firms exporting to one market only. Even with low incremental fixed costs of exporting it is difficult to imagine that many of those 110.000 to 115.000 micro-exporters are serving more than four or five markets. On the

³⁴ Cf. Gibrat (1931), Kalecki (1945), Nelson/Winter (1982), Scherer/Ross (1990).

³⁵ Export intensity is defined as the share of exports in total sales of a firm.

³⁶ Cf. Auquier (1980).

³⁷ Cf. Direction générale des douanes et droits indirects (1989, 1991).

Figure 1: Correlation between average export value of French firms and the number of export markets served - 1985

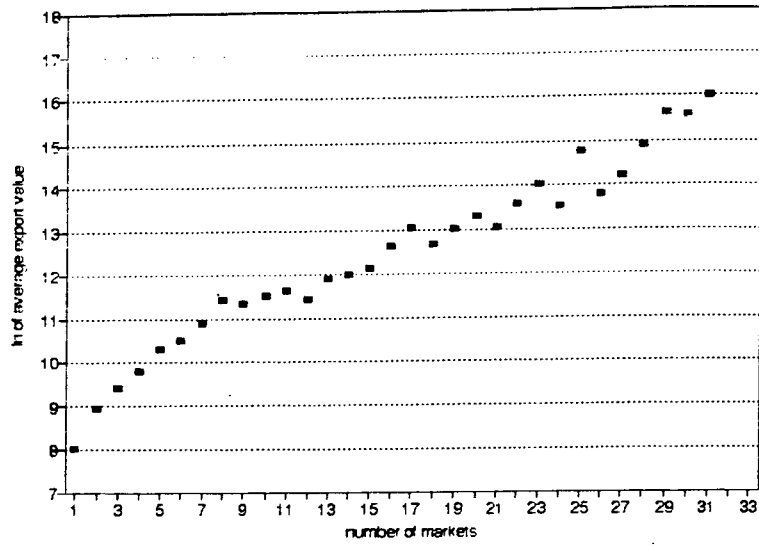


Figure 2: Correlation between average export value of French firms and the number of export markets served - 1988

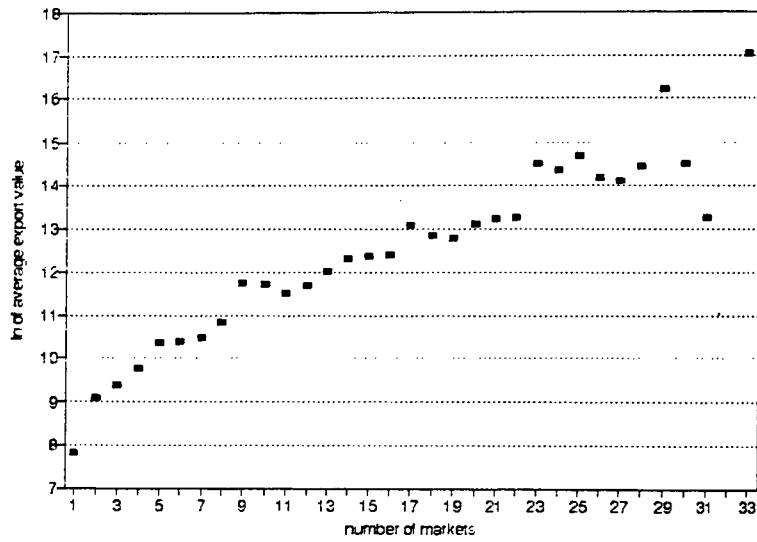
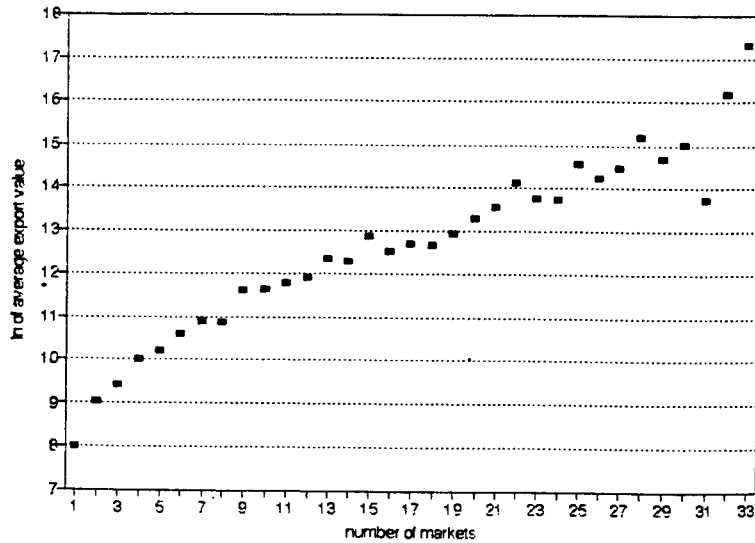


Figure 3: Correlation between average export value of French firms and the number of export markets served - 1990



contrary, as confirmed in discussions with French customs officials prior to the preparation of the data set, the vast majority of micro-exporters have less than 4 export markets, for reasons mentioned above. Hence, if all French exporters would be taken as the basis for an assessment of marketing strategy, the share of firms following a strategy of market concentration would even be higher than the shares given in section 6.

8. Conclusions

The empirical evidence presented in this paper shows that the vast majority of firms follow a strategy of market concentration when market numbers or a combination of market numbers and the share of the key markets is used as an indicator. The situation changes slightly in favour of the strategy of market spreading if the Herfindahl-index is used to assess the choice of strategy.³⁸ It was proposed in section 7 that the main reason for this is the size distribution of exporters which corresponds to Gibrat's law. In addition, industry effects and the stage of internationalisation were also found to affect the number of export markets. It therefore seems to be appropriate to fix the dividing line between the strategies of market spreading and market concentration in relative terms. Firms of a size class exporting to more (less) than a certain number of partner countries should be categorized as following a strategy of market spreading (concentration). This operationalisation has of course similar problems as the other definitions and poses stronger requirements on data availability. However, given the fact that only large exporters can afford to penetrate a large number of markets and that micro-, small-, and medium-size firms constitute the majority of exporters the use of a uniform number of markets as a dividing line between the two strategies will automatically categorise most firms as following a strategy of market concentration. Future research on the superiority of either strategy should therefore be conducted with firms of similar size, the same industry and the same stage of the internationalisation process.

³⁸ These results are at odds with many other studies on the subject. It is beyond the scope of this paper to explore the reasons behind it. Our study relies on a very large data set including many small exporters eliminating sampling bias towards larger (and perhaps more active) exporters, which is sometimes hold responsible for non-representative results (see Piercy 1982). Sampling bias towards larger firms in many other studies on the subject appears to be a strong candidate for explaining the different results.

9. Data, coverage and limitations

Data Source

The present study is based on enterprise-level trade data from France for the years 1985, 1988 and 1990. The primary data has been kindly provided by the French Department of Customs (Direction générale des douanes et droits indirects, Sous-direction des statistiques et de l'information, Bureau C/1, Ministère de l'économie, des finances et du budget, Paris) to the International Trade Centre UNCTAD/GATT (ITC) in Geneva. The data were analyzed in the framework of the collaboration between the ITC and the DIW in the area of trade data analysis at enterprise level. All tables in this study have been calculated from the primary data set by Christel Kumitz.

Enterprise-level trade data were collected directly from firms' customs declaration. They have been aggregated by year, flow (export, import), country of destination, product and firm. For example, the value of one firm's exports of a given product to one country over the year under review have been aggregated into one record, irrespective of whether the firm shipped the merchandise 1 or 50 times during the year. This annually aggregated product-, firm-, and country-specific trade flow is referred to as a transaction.

Data elements

The primary data files contained the following data elements:

- Type of transaction: Indicating the flow of merchandise. The primary data follow the narrow definition of special trade as in most European countries. This excludes, for instance, imports into and exports from bonded warehouse.
- Enterprise code: French exporters and importers have to indicate their enterprise code SIRENE³⁹ on all customs declarations. This code allows classification of trade data by enterprise. At present, the Customs Department is not allowed to publish detailed enterprise-specific data which would permit the identification of the exporting or importing firm. In order to maintain the confidentiality of individual firms, the SIRENE codes - on the basis of which firms can be easily identified - were replaced

³⁹ The abbreviation stands for *Système informatique pour le répertoire des entreprises et des établissements*.

by two unrelated random codes, one of which covers all transactions of the firm within developed market economies and Central and Eastern European countries⁴⁰, and the other, all transactions with developing countries. These codes were separately assigned to export and import data sets as well as different years.

- Product code: The present study is based on trade data at the 4-digit French product nomenclature NAP⁴¹. A complete list with the original product names in French is available from French customs authorities or the author. An English translation of NAP is attached in Annex 5. The industries surveyed in this paper are defined on the basis of NAP as shown in Annex 6.
- Country code: Primary data provide details on more than 200 countries and territories according to the French 3-digit numerical country nomenclature. A list of the countries covered in this study is attached in Annex 7.
- Value: All values are expressed in thousands of French francs. Exchange rates to the dollar for the years under review were, according to IMF sources, as follows:

1985: FF 7.6 = US\$ 1

1988: FF 5.3 = US\$ 1

1990: FF 5.1 = US\$ 1

Coverage

Similar to the situation in other countries French foreign trade is highly concentrated.⁴² The 250 largest exporters account for 50%, the 5000 largest exporters for 90% of French exports.⁴³ This concentration is also reflected on the level of transactions: the largest 100.000 export transactions (export value > 500.000 FF) cover 95% of French exports to industrialised countries.

As the first study⁴⁴ with French enterprise-level data on imports and exports was undertaken in 1992 and had to rely on a personal computer, it was decided in co-operation

⁴⁰ This group of countries is referred to as "industrialised countries" in this paper.

⁴¹ NAP stands for "Nomenclature d'activités et des produits".

⁴² Cf. Bergsten (1991), Trabold (1994).

⁴³ Cf. Direction générale des douanes et droits indirects (1991, 1989).

⁴⁴ Cf. Kirchbach/Trabold-Nübler (1992).

with the French department of customs to apply an export transaction threshold of FF 500.000 and an import transaction threshold of FF 610.000. All export transactions with a value of less than 500.000 FF and import transactions with a value of less than FF 610.000 were excluded from the data set. This resulted in a reduction of the physical volume of the file from more than 200 megabytes to 25 megabytes. It also lead to the exclusion of 110.000 - 115.000 micro-exporters. The value of the transaction threshold is different for exports and imports⁴⁵ in order to obtain the same coverage rate of 93% on both sides for 1990.

Limitations

Due to the transaction threshold used several limitations need to be kept in mind:

- a) The study focuses on French exports to industrialised countries, i.e. the maximum number of export markets a firm can have is 42. However, this covers more than three quarters of French exports, as between 81% and 85% of total French exports in the three years under consideration went to these 42 countries. This results in a coverage ratio of 95% in exports to those 42 countries.
- b) For many firms included in the data set, the number of industrialised partner countries is slightly higher than calculated from the data. To make up for this deficiency in the data and the fact that only exports to industrialised countries were analyzed, low dividing lines were used to assess the choice of strategy. The deficiency in the data, however, has almost no repercussions on the other two indicators used. Average export value of those firms exporting to 6 or more markets is FF 170 mill. to FF 190 mill. Even in the unlikely case of having missed out on 4 markets per firm with the maximum possible loss of export volume of FF 500.000 per transaction the share of the largest three markets in total exports would only be 1 percentage point less. Since the Herfindahl-index is calculated as the summed squares of the shares of the export markets in a firm's total exports, this omission matters even less. In addition, as explained in the text, the vast majority of the omitted micro-exporters (between 110,000 and 115,000) export to less than four countries (most of them have even export to only one). The inclusion of those micro-exporters would probably even more than offset the underestimation in market numbers of the firms included and identify an even higher share of firms as using a strategy of market concentration.

⁴⁵ Because export transactions referring to industrialised countries are larger on average than those to developing countries, the coverage is higher for exports to industrialised countries (95%) than for exports to developing countries (86%).

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Table A-1a:

Distribution of firms' exports on their main export markets: French exports to industrialised countries 1985

23766 firms

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	53	100.0
2	70	69.3	30.7
3	79	59.0	26.2	14.8
4	84	52.7	24.3	14.0	8.9
5	88	48.8	22.4	13.9	9.0	5.9
6	91	44.5	22.1	13.7	9.2	6.2	4.3
7	92	43.3	21.0	13.4	9.1	6.1	4.1	3.0
8	94	41.6	20.3	13.0	8.7	6.2	4.5	3.2	2.4
9	95	38.2	19.9	12.9	9.0	6.6	5.0	3.7	2.7	2.0	.	.	.
10	96	36.3	19.6	13.5	9.4	6.6	5.0	3.7	2.6	1.9	1.4	.	.
11	97	37.2	18.8	12.5	9.0	6.6	4.9	3.6	2.7	2.0	1.5	1.1	.
12	97	35.7	18.9	12.6	8.7	6.5	4.8	3.6	2.9	2.2	1.7	1.3	1.0
13	98	35.6	18.6	11.9	8.3	6.4	4.9	3.8	3.0	2.3	1.8	1.4	1.9
14	98	34.8	17.8	12.1	8.8	6.5	4.9	3.7	2.9	2.3	1.9	1.5	2.7
15	99	32.8	18.9	11.9	8.4	6.7	4.9	4.1	3.1	2.4	1.9	1.5	3.4
16	99	28.6	18.1	12.6	9.4	7.1	5.4	4.2	3.4	2.7	2.1	1.7	4.5
17	99	31.0	17.7	12.3	9.3	7.2	5.4	3.9	3.0	2.4	1.9	1.6	4.3
18	99	30.6	16.3	11.5	8.5	6.7	5.3	4.3	3.5	2.9	2.3	1.9	6.2
19	99	30.7	17.7	11.8	8.4	6.6	5.0	4.0	3.2	2.7	2.1	1.8	5.9
20	100	31.4	16.9	11.4	8.4	6.3	5.0	3.8	3.2	2.6	2.2	1.8	6.8
21	100	26.9	17.2	12.1	10.1	7.0	5.5	3.8	3.2	2.6	2.1	1.8	7.7
22	100	30.0	17.1	11.8	8.7	6.2	4.8	3.8	3.1	2.5	2.0	1.8	8.1
23	100	29.9	17.4	11.7	8.8	6.7	5.2	4.0	3.1	2.4	2.0	1.6	7.3
24	100	28.8	14.4	11.2	8.9	7.0	5.8	4.1	3.3	2.9	2.2	1.9	9.4
25	100	27.7	18.2	11.1	8.2	6.7	5.4	3.8	3.3	2.7	2.3	2.0	8.4
26	100	29.1	17.5	10.8	7.8	6.2	5.0	4.6	3.2	2.8	2.2	1.8	9.0
27	100	27.0	16.5	10.5	8.9	7.2	5.6	4.2	3.2	2.7	2.2	1.9	10.1
28	100	24.7	17.4	11.6	8.7	7.0	6.3	4.3	3.4	2.5	2.1	1.8	10.1
29	100	25.7	18.9	16.0	8.9	7.5	6.0	3.8	2.9	1.7	1.5	1.3	5.8
30	100	23.6	15.9	10.1	10.1	7.4	5.6	4.8	3.6	3.0	2.7	2.1	11.0
31	100	21.7	15.3	10.8	9.3	8.0	6.3	5.5	3.9	3.5	3.3	2.4	10.0

Table A-1b:

Distribution of firms' exports on their main export markets: French exports to industrialised countries 1988

27715 firms

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	54	100.0
2	70	69.1	30.9
3	79	59.5	25.8	14.7
4	84	53.1	24.0	14.0	8.8
5	88	49.1	22.9	13.4	8.8	5.8
6	90	45.5	21.8	13.5	8.9	6.1	4.2
7	92	42.6	21.2	13.3	9.1	6.3	4.4	3.1
8	94	39.9	20.7	13.2	9.0	6.6	4.7	3.4	2.5
9	95	39.1	20.8	13.3	9.0	6.3	4.4	3.2	2.3	1.7	.	.	.
10	96	37.7	20.1	13.0	8.8	6.4	4.7	3.5	2.5	1.9	1.4	.	.
11	97	35.9	18.7	12.8	9.1	6.6	5.1	3.9	3.0	2.2	1.6	1.2	.
12	97	34.7	18.6	12.5	8.9	6.6	5.0	3.9	3.0	2.4	1.8	1.4	1.1
13	98	34.3	18.2	12.1	8.7	6.7	5.2	4.1	3.1	2.4	1.8	1.4	2.0
14	98	34.8	18.3	11.9	8.7	6.3	5.0	3.7	2.9	2.3	1.8	1.4	2.7
15	99	31.8	18.5	12.1	9.2	6.7	5.2	3.9	3.1	2.5	2.0	1.6	3.4
16	99	29.8	18.0	12.8	9.5	7.0	5.2	4.1	3.2	2.5	2.0	1.7	4.2
17	99	31.7	17.4	12.4	8.8	6.8	5.2	3.9	3.1	2.4	2.0	1.6	4.6
18	99	31.1	17.1	11.8	8.9	6.6	5.2	4.1	3.2	2.5	2.1	1.7	5.7
19	99	29.7	17.0	11.9	9.1	6.9	5.3	4.1	3.4	2.7	2.2	1.7	6.0
20	100	29.0	16.3	11.5	8.8	7.0	5.8	4.3	3.4	2.7	2.2	1.9	7.1
21	100	27.2	16.4	12.2	9.1	7.0	5.4	4.5	3.5	2.8	2.3	1.8	7.8
22	100	28.4	17.5	10.5	8.8	7.3	5.6	4.4	3.4	2.7	2.2	1.9	7.3
23	100	26.2	17.0	12.3	8.6	6.6	5.4	4.7	4.0	3.2	2.3	1.8	7.9
24	100	25.1	18.0	12.7	9.6	7.0	5.5	4.2	3.3	2.5	2.1	1.7	8.3
25	100	25.8	16.0	12.6	8.9	6.6	5.6	4.3	3.6	3.2	2.4	2.1	8.8
26	100	26.0	17.1	11.3	8.9	6.5	5.3	4.4	3.6	3.1	2.7	1.8	9.3
27	100	26.5	18.0	10.2	8.5	6.6	5.2	4.0	3.3	2.9	2.5	2.2	10.1
28	100	23.5	17.0	13.1	10.3	7.5	5.2	4.0	3.2	2.6	2.1	1.8	9.6
29	100	26.8	15.9	12.7	8.6	7.4	5.9	5.0	4.0	3.5	2.3	1.6	6.2
30	100	21.3	16.6	12.0	9.4	7.6	6.0	4.8	3.7	3.1	2.6	2.2	10.7
31	100	29.4	18.7	16.1	6.1	4.2	3.3	3.0	2.7	2.2	1.8	1.7	10.8
33	100	22.4	18.0	14.0	12.8	7.8	5.9	3.8	3.2	2.7	1.8	1.7	6.1

Table A-1c:

Distribution of firms' exports on their main export markets: French exports to industrialised countries 1990

19732 firms

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)												
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others	
1	31	100.0	
2	54	69.7	30.3	
3	67	59.3	25.9	14.8	
4	75	53.5	23.4	14.0	9.0	
5	81	48.7	22.8	13.6	9.0	6.0	
6	85	45.9	21.9	13.4	8.7	6.0	4.1	
7	88	43.8	21.5	12.7	8.7	6.1	4.2	3.0	
8	90	40.2	20.7	13.0	9.2	6.4	4.7	3.3	2.4	
9	92	39.9	19.8	12.6	8.8	6.4	4.6	3.4	2.6	1.9	.	.	.	
10	94	37.4	19.7	12.8	8.9	6.5	4.9	3.6	2.7	2.0	1.5	.	.	
11	95	36.6	19.2	12.7	8.9	6.5	4.7	3.6	2.8	2.1	1.6	1.2	.	
12	96	34.4	19.0	12.7	8.7	6.7	5.1	3.9	3.0	2.3	1.8	1.4	1.0	
13	97	34.8	18.3	12.0	8.7	6.5	5.1	3.8	3.1	2.4	1.9	1.4	1.9	
14	97	34.8	17.5	12.2	8.8	6.7	4.9	3.8	3.1	2.3	1.9	1.4	2.7	
15	98	32.5	17.7	12.0	8.8	6.9	5.3	4.2	3.2	2.6	1.9	1.5	3.4	
16	98	30.8	18.0	12.9	9.2	6.8	5.2	3.9	3.0	2.5	2.0	1.6	4.3	
17	98	32.9	17.7	11.9	8.5	6.5	4.8	3.8	3.0	2.4	2.0	1.7	4.8	
18	99	27.7	18.4	12.9	9.2	6.7	5.1	4.1	3.4	2.6	2.2	1.8	6.0	
19	99	29.3	17.1	12.0	9.3	7.0	5.3	4.1	3.3	2.6	2.1	1.8	6.2	
20	99	28.1	18.6	12.7	9.4	6.8	5.2	4.1	3.2	2.6	2.0	1.6	5.8	
21	99	26.7	15.8	11.4	8.9	7.5	6.0	4.5	3.7	3.1	2.5	2.1	7.7	
22	99	25.2	17.3	12.6	9.4	7.6	5.6	4.5	3.6	2.8	2.4	1.8	7.2	
23	100	26.4	16.0	11.7	9.6	7.4	5.4	4.2	3.4	2.8	2.3	2.1	8.9	
24	100	26.1	15.6	12.3	9.0	7.1	5.3	4.5	3.7	3.0	2.7	2.1	8.7	
25	100	26.6	17.2	12.0	8.9	6.7	5.5	4.6	3.4	2.8	2.1	1.8	8.5	
26	100	23.8	16.2	12.7	10.7	7.9	6.4	4.6	3.5	2.9	1.9	1.5	8.0	
27	100	26.3	16.4	11.5	8.2	7.1	5.8	4.9	4.1	3.2	2.3	1.7	8.6	
28	100	21.8	15.6	13.8	10.9	7.8	5.6	4.6	3.9	2.6	2.3	1.8	9.3	
29	100	25.8	17.8	10.8	7.8	6.6	5.6	4.6	3.7	3.1	2.0	1.7	10.4	
30	100	34.1	22.5	9.8	6.6	5.2	3.7	3.4	2.9	2.2	1.3	1.1	7.1	
31	100	21.7	17.4	11.9	8.1	4.6	4.2	3.8	3.8	3.7	3.0	2.5	15.3	
32	100	19.0	14.0	12.7	11.7	9.2	7.1	5.5	4.1	3.1	2.4	1.6	9.7	
33	100	22.4	18.3	14.8	13.2	7.5	6.6	4.1	2.2	1.6	1.5	1.4	6.5	

Vegetables - 767 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	80	69.3	30.7
3	90	60.4	26.1	13.6
4	94	54.0	23.6	14.2	8.1
5	96	49.4	21.1	13.2	10.1	6.2
6	98	39.7	22.3	15.2	10.8	6.7	5.3
7	99	42.7	16.3	14.2	10.2	7.2	5.9	3.5
8	99	45.4	15.9	12.1	8.2	7.0	6.0	3.0	2.4
9	99	28.8	15.5	12.7	10.8	9.5	8.7	5.7	4.5	3.7	.	.	.
11	100	53.9	16.5	10.4	6.0	4.2	3.7	1.9	1.2	1.0	0.7	0.6	.
13	100	36.1	14.8	12.5	9.5	6.7	6.7	3.6	2.8	2.7	1.9	1.2	1.6
14	100	61.4	11.7	10.2	8.4	2.9	1.9	1.6	0.7	0.7	0.2	0.1	0.2

Wine - 1490 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	53	100.0
2	68	67.1	32.9
3	78	56.2	26.8	17.0
4	83	50.4	23.7	15.1	10.9
5	87	46.4	22.5	14.2	9.9	7.0
6	90	41.2	20.5	14.8	10.9	7.1	5.4
7	93	42.2	22.6	12.7	8.7	6.2	4.4	3.2
8	94	42.0	18.7	12.9	8.9	6.6	4.9	3.3	2.5
9	96	35.5	18.8	13.4	9.9	7.2	5.5	4.3	3.1	2.3	.	.	.
10	97	32.1	18.9	13.7	9.7	8.2	6.3	4.8	2.9	2.1	1.3	.	.
11	98	38.0	18.4	12.2	9.0	6.5	4.9	3.4	3.0	2.3	1.3	1.0	.
12	98	34.5	19.0	13.2	9.7	8.3	4.5	3.0	2.4	1.9	1.6	1.2	0.8
13	99	37.7	21.0	10.1	7.4	5.9	4.6	3.5	2.8	2.2	1.6	1.3	1.9
14	99	34.6	16.7	13.8	9.3	6.2	5.1	3.6	2.9	2.4	1.7	1.4	2.2
15	100	31.1	18.7	13.8	8.9	6.5	5.1	4.4	3.1	2.8	1.8	1.5	2.5
16	100	51.2	11.4	9.3	8.4	3.7	3.4	2.6	2.5	1.8	1.6	1.2	3.0
20	100	17.5	16.9	15.3	12.3	8.0	7.4	3.9	3.1	3.1	3.0	1.9	7.4
21	100	44.5	10.3	10.1	8.9	8.8	6.2	3.7	1.3	1.1	1.0	0.8	3.3
23	100	43.3	17.9	10.9	9.2	4.0	3.6	3.4	1.9	0.9	0.8	0.8	3.2

Wood - 1138 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	70	100.0
2	86	68.5	31.5
3	93	57.7	25.8	16.5
4	96	53.2	22.8	15.3	8.7
5	98	53.3	20.2	12.0	8.9	5.7
6	99	44.7	24.2	11.3	9.0	5.9	4.8
7	99	44.3	22.2	12.8	8.7	4.9	4.2	2.9
8	100	40.0	18.6	14.8	9.1	7.0	4.4	3.5	2.6
9	100	64.1	9.3	8.6	6.6	5.5	2.1	1.6	1.4	0.9	.	.	.
11	100	31.5	29.0	14.9	10.5	3.9	3.5	3.3	1.0	1.0	0.8	0.5	.
14	100	36.0	17.2	14.1	8.3	7.1	3.6	3.4	2.7	2.0	1.9	1.1	2.6
15	100	23.7	18.3	14.7	10.5	9.6	5.2	4.6	3.5	2.6	2.5	1.6	3.3

Furniture - 422 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	68	100.0
2	84	67.7	32.3
3	90	56.4	28.8	14.8
4	95	51.5	24.8	13.8	9.9
5	97	44.7	23.7	16.0	11.1	4.5
6	98	39.8	23.7	18.6	6.9	5.8	5.2
7	98	46.2	24.5	16.9	5.7	3.1	2.5	1.2
8	99	39.7	22.0	17.5	6.9	5.2	4.1	2.8	1.7
10	99	27.8	22.8	17.5	10.5	6.8	6.1	5.5	1.0	1.0	0.9	.	.
11	100	28.6	24.8	13.4	10.5	8.4	7.2	2.2	1.7	1.2	1.1	0.8	.
15	100	26.7	11.7	10.4	9.2	8.8	7.9	6.7	6.2	6.0	2.1	1.5	2.9

Fish - 440 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	69	100.0
2	86	72.4	27.6
3	92	66.0	20.5	13.5
4	96	55.9	24.1	12.9	7.1
5	98	56.6	18.3	11.9	8.0	5.1
6	99	37.9	26.2	13.6	9.4	7.5	5.4
7	100	43.3	23.6	14.9	6.9	4.2	3.8	3.2
8	100	48.5	24.5	6.9	5.4	4.7	3.7	3.3	3.1
10	100	22.0	22.0	15.0	11.5	9.1	6.9	6.0	5.1	1.5	1.0	.	.

Iron and steel - 500 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	52	100.0
2	67	72.9	27.1
3	74	59.9	25.9	14.2
4	80	57.7	22.6	13.0	6.7
5	84	51.5	23.8	13.4	7.2	4.2
6	87	48.3	21.3	11.9	8.0	6.2	4.4
7	88	46.2	20.3	14.7	8.3	5.7	2.9	1.9
8	90	49.9	23.5	10.6	6.4	4.3	2.5	1.7	1.1
9	91	36.7	22.0	12.9	9.4	7.4	4.4	3.0	2.3	1.9	.	.	.
10	92	34.6	17.1	13.5	11.1	7.8	5.2	4.1	3.1	2.2	1.2	.	.
11	94	40.6	20.9	11.8	8.6	6.4	4.0	2.8	2.1	1.3	0.9	0.8	.
12	94	36.6	23.8	10.2	6.9	6.0	5.0	3.3	2.9	2.9	1.4	0.6	0.5
13	95	32.3	24.4	11.1	8.7	5.6	4.3	3.2	2.9	2.4	1.9	1.4	1.8
14	96	25.7	15.1	12.1	10.7	7.4	6.4	5.6	5.3	4.2	3.2	1.4	3.0
15	96	31.8	19.9	14.0	7.5	6.6	4.9	4.0	3.4	2.4	1.6	1.1	2.8
16	97	35.0	14.4	9.1	7.4	6.5	5.9	5.2	4.3	4.1	2.6	2.1	3.6
17	97	29.6	20.2	11.3	8.3	6.7	5.7	5.2	2.8	2.7	2.0	1.7	3.7
18	98	30.3	17.4	11.2	7.4	7.0	5.5	4.9	4.0	3.3	2.8	2.1	3.9
19	98	26.4	17.9	11.8	9.3	6.8	5.6	4.8	4.3	3.0	2.6	2.0	5.5
20	99	32.8	18.7	12.7	8.4	6.9	4.9	3.5	2.9	2.3	2.0	1.2	3.7
22	99	27.4	16.6	16.0	9.7	8.4	7.2	5.4	3.3	1.1	1.1	0.9	2.9
25	99	33.0	22.0	10.5	6.8	6.6	3.8	3.2	2.6	2.2	2.0	2.0	5.4
27	100	21.4	18.2	12.7	9.8	7.5	5.8	4.7	3.3	2.4	2.2	2.1	9.9

Non-ferrous metals - 411 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)												
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others	
1	57	100.0	
2	72	72.6	27.4	
3	80	56.9	26.9	16.1	
4	85	57.9	21.1	13.2	7.8	
5	87	55.9	21.9	9.2	7.4	5.5	
6	90	39.5	25.6	14.9	9.8	6.2	4.0	
7	91	32.8	21.7	17.4	12.6	7.4	4.7	3.4	
8	92	43.0	23.1	12.2	9.2	4.3	3.6	2.9	1.8	
9	93	32.2	18.8	14.1	10.8	8.4	5.6	4.2	3.2	2.7	.	.	.	
10	94	29.7	18.9	15.9	11.4	9.7	6.3	3.5	2.4	1.3	1.0	.	.	
11	94	41.7	40.2	7.9	3.5	2.7	1.1	1.1	0.7	0.4	0.4	0.3	.	
12	95	41.7	17.5	10.6	8.5	7.1	5.3	3.2	2.5	1.6	1.3	0.5	0.3	
13	96	28.4	22.3	14.9	10.3	7.0	5.1	3.3	2.2	1.9	1.7	1.2	1.7	
14	97	51.2	13.0	9.2	6.9	5.6	3.9	2.8	2.1	1.5	1.2	0.9	1.6	
15	98	35.9	20.8	10.8	8.5	5.5	4.6	3.2	3.0	2.5	1.3	1.0	2.9	
16	98	26.6	21.5	17.5	10.6	6.7	5.5	3.6	3.5	1.9	0.7	0.6	1.4	
17	99	42.6	15.9	10.4	8.8	6.0	4.3	2.8	2.5	1.7	1.3	1.1	2.7	
19	99	18.3	17.9	9.4	7.5	6.6	6.4	5.7	5.4	5.4	5.2	4.5	7.9	
20	99	23.5	17.0	10.8	10.6	8.6	8.5	4.1	3.9	2.3	1.8	1.7	7.5	
21	100	26.9	21.7	12.0	10.7	7.0	4.3	3.5	2.8	2.1	1.9	1.4	5.9	
23	100	30.0	17.1	13.8	6.3	6.1	4.8	4.6	4.0	2.6	2.5	1.7	6.6	

Glass and ceramics - 500 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)												
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others	
1	58	100.0	
2	70	65.5	34.5	
3	76	58.1	26.5	15.3	
4	81	46.9	25.8	16.2	11.1	
5	85	50.2	21.0	12.7	9.7	6.5	
6	89	47.1	18.9	13.0	9.3	6.7	4.9	
7	91	43.4	20.2	13.1	9.1	6.9	4.8	2.5	
8	92	37.4	19.4	15.8	11.6	6.3	4.4	3.0	2.1	
9	93	39.7	21.7	12.9	9.0	5.0	4.1	3.4	2.4	1.7	.	.	.	
10	94	37.7	16.2	10.6	8.9	7.4	6.8	4.1	3.7	2.9	1.8	.	.	
11	96	39.2	15.3	12.5	8.7	6.5	4.9	4.2	3.3	2.4	1.9	1.3	.	
12	97	34.4	21.5	14.7	7.3	5.3	4.5	3.4	2.9	2.1	1.6	1.3	0.9	
13	97	35.0	17.5	10.7	10.5	8.0	4.1	3.0	2.8	2.5	2.2	1.5	2.3	
14	97	46.7	21.0	7.7	5.5	4.7	4.5	3.5	2.6	0.9	0.7	0.6	1.4	
15	97	31.5	20.0	12.0	6.7	4.3	4.3	3.7	3.4	3.3	3.0	2.9	4.9	
16	98	30.3	21.5	18.6	6.0	4.7	4.6	3.7	1.9	1.5	1.3	1.2	4.7	
17	98	43.0	29.3	5.2	4.8	4.0	3.2	2.4	1.6	1.1	0.8	0.8	3.9	
18	98	26.9	16.6	12.3	7.8	6.7	5.8	5.0	4.3	3.4	2.8	1.6	6.9	
19	99	24.8	17.0	14.6	11.5	8.9	5.6	4.8	2.7	2.7	2.1	1.4	4.0	
20	99	25.6	17.4	13.0	10.5	9.3	3.8	2.4	2.1	2.0	1.9	1.8	10.1	
21	99	28.3	25.0	12.5	9.6	5.2	4.0	3.5	2.0	1.9	1.3	1.2	5.4	
22	99	44.2	9.7	8.3	5.9	5.9	4.8	3.5	2.7	2.7	2.4	2.1	7.7	
23	100	27.9	19.6	11.2	8.7	6.3	4.4	3.4	3.0	2.6	2.0	1.6	9.2	
27	100	22.8	11.9	10.0	8.4	5.8	5.8	4.0	4.0	3.4	3.2	2.5	18.3	

Base chemicals - 1073 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	50	100.0
2	64	69.5	30.5
3	72	60.7	25.3	14.0
4	77	53.4	23.7	14.5	8.4
5	81	45.9	22.7	15.0	9.8	6.6
6	84	44.9	21.7	12.9	9.7	6.7	4.1
7	86	47.5	20.9	12.5	8.5	5.1	3.4	2.1
8	88	40.5	20.6	11.9	9.6	7.1	5.0	3.2	2.1
9	90	39.7	21.1	12.9	9.1	6.7	3.9	2.9	2.1	1.5	.	.	.
10	91	31.1	20.6	16.9	10.2	7.7	5.2	3.5	2.3	1.5	1.0	.	.
11	92	30.0	20.2	13.5	10.1	8.0	6.1	4.1	3.0	2.3	1.6	1.1	.
12	93	35.6	18.3	11.8	8.3	6.4	5.3	4.6	3.2	2.4	1.7	1.3	1.1
13	94	38.1	18.0	11.4	8.5	6.7	5.2	3.3	2.3	1.9	1.7	1.2	1.7
14	95	32.6	17.7	12.8	9.8	8.1	6.4	3.2	2.5	1.9	1.5	1.3	2.3
15	95	37.6	18.1	10.1	8.7	6.5	5.1	4.3	2.9	1.8	1.3	1.0	2.6
16	96	26.0	14.4	12.6	9.6	8.3	6.4	5.0	3.9	3.2	2.7	2.2	5.7
17	96	30.6	16.5	12.5	10.4	9.4	6.1	3.7	3.4	1.9	1.2	1.0	3.2
18	96	37.6	13.5	9.8	8.4	6.4	5.2	3.7	3.1	2.7	2.3	1.8	5.6
19	97	27.3	16.4	12.2	9.4	8.0	5.6	4.0	3.2	2.7	2.4	2.0	6.8
20	97	44.0	13.5	8.6	6.5	5.5	4.3	3.2	2.6	2.5	2.4	1.5	5.5
21	97	26.2	15.6	11.5	10.0	7.7	6.4	3.4	3.0	2.4	2.2	1.8	9.8
22	98	25.3	18.5	13.6	9.9	7.0	5.2	3.9	3.2	2.5	1.9	1.6	7.5
23	98	22.6	17.4	13.8	9.2	7.3	5.7	3.9	3.4	2.8	2.3	1.9	9.7
24	99	33.7	15.2	12.7	10.7	7.8	5.2	2.7	2.2	1.6	1.3	1.1	5.6
25	99	28.3	17.8	13.9	7.0	5.2	3.7	3.2	3.0	2.8	2.5	2.0	10.4
26	99	24.9	19.6	13.1	8.1	6.5	5.0	4.5	3.8	2.8	1.8	1.7	8.1
27	100	26.9	13.1	10.7	9.6	8.8	7.6	5.0	3.3	2.7	1.9	1.8	8.5
28	100	24.0	16.9	12.7	8.9	7.7	5.5	4.2	2.9	2.7	2.1	1.7	10.5

Perfume - 354 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	46	100.0
2	61	67.9	32.1
3	71	57.3	27.1	15.6
4	75	53.5	23.6	14.0	8.9
5	80	51.0	18.9	13.4	9.8	6.9
6	83	40.0	23.7	14.5	9.3	6.9	5.6
7	86	53.0	14.7	10.1	7.5	6.1	4.8	3.8
8	86	37.3	21.6	12.0	8.5	7.6	6.7	3.5	2.7
9	89	32.9	20.6	13.8	9.3	6.8	5.4	4.5	3.8	2.9	.	.	.
10	89	37.9	22.3	9.9	9.6	6.2	5.8	3.0	2.3	1.6	1.5	.	.
12	90	28.9	19.7	12.0	7.8	6.5	5.5	4.3	3.8	3.6	3.3	2.6	2.0
13	91	31.9	17.4	14.5	8.3	6.5	5.0	3.9	3.0	2.8	2.5	2.0	2.3
14	92	26.1	15.2	11.6	10.0	8.0	5.9	4.8	4.1	3.4	2.9	2.3	5.6
15	93	29.1	17.7	11.8	10.1	5.5	4.7	3.6	3.4	3.2	2.8	2.6	5.6
16	94	24.0	19.8	12.3	9.4	6.9	5.7	5.0	3.5	3.1	2.6	2.2	5.6
17	96	33.0	14.4	11.1	9.4	7.3	5.9	4.5	3.4	2.8	1.9	1.5	4.9
18	96	51.0	8.9	7.7	7.6	4.2	3.9	3.8	2.4	1.8	1.4	1.2	6.0
19	97	24.9	15.9	11.9	9.5	8.4	5.4	4.5	3.6	3.0	2.1	1.9	9.0
20	97	25.3	23.7	15.6	5.3	3.9	3.9	3.6	3.5	3.3	2.1	1.6	8.4
21	98	30.9	16.6	13.9	8.0	7.0	3.4	2.8	2.6	2.1	2.0	1.8	8.8
22	98	42.6	12.2	6.7	6.4	5.3	2.2	2.2	2.1	2.1	2.0	1.9	14.3
23	98	29.6	27.0	7.0	4.5	3.6	3.6	3.5	3.3	3.2	3.1	1.6	9.8
25	99	23.2	20.9	10.3	6.6	6.2	5.9	3.8	3.7	3.3	2.9	2.7	10.6
26	99	26.4	15.9	10.7	7.5	6.7	5.0	4.0	3.7	3.2	2.8	2.3	11.8
28	99	34.9	18.0	9.9	4.6	4.2	4.1	3.9	2.8	2.7	2.4	2.1	10.3
31	100	21.8	15.2	9.4	8.5	7.1	5.7	5.6	4.5	3.9	3.7	2.7	11.8

Annex 2: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1985

Pharmaceutical products - 274 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	45	100.0
2	62	69.5	30.5
3	73	60.9	25.4	13.7
4	78	48.0	28.3	14.8	9.0
5	84	48.1	23.3	13.8	8.7	6.0
6	89	48.3	22.6	12.9	7.6	5.3	3.2
7	91	55.8	16.7	8.5	6.9	5.4	3.8	2.9
8	94	40.4	18.9	14.5	8.9	6.6	5.2	3.7	1.8
9	95	32.0	27.6	17.0	9.0	6.1	3.5	2.4	1.4	1.1	.	.	.
10	96	42.0	17.7	15.0	6.9	4.4	4.3	3.1	2.6	2.3	1.8	.	.
11	96	36.6	22.1	19.5	12.1	3.3	3.1	1.0	0.9	0.6	0.5	0.2	.
12	96	33.7	19.9	14.9	4.8	4.6	4.0	4.0	3.8	3.7	2.5	2.2	2.0
14	97	21.0	20.4	11.8	11.1	8.4	5.6	4.4	3.8	3.4	3.2	2.4	4.5
15	98	26.0	12.0	11.0	10.4	8.1	7.1	5.3	4.4	3.9	3.1	2.4	6.3
16	98	21.1	17.0	14.6	13.3	12.9	4.8	4.0	1.7	1.5	1.5	1.5	6.1
17	99	25.4	18.2	13.9	9.0	5.6	4.6	4.1	3.7	3.2	2.4	2.0	7.8
18	99	59.4	8.2	5.1	4.9	4.1	3.7	3.6	2.2	2.1	1.3	1.2	4.2
19	100	47.2	20.0	11.6	5.1	4.3	3.0	1.9	1.5	1.3	0.8	0.7	2.5
20	100	21.0	14.7	14.3	12.9	8.3	8.3	4.9	4.4	2.8	1.7	1.4	5.3

Metal products - 1786 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	79	67.4	32.6
3	85	59.5	25.2	15.3
4	89	51.5	24.8	14.0	9.6
5	92	50.3	20.8	13.3	9.1	6.5
6	94	43.1	21.4	13.7	9.3	7.3	5.3
7	95	45.2	21.8	12.3	8.4	5.9	3.7	2.6
8	97	39.0	19.9	13.1	9.9	7.2	5.1	3.4	2.4
9	98	29.8	21.2	14.9	10.0	7.8	6.2	4.5	3.3	2.3	.	.	.
10	98	31.5	20.2	14.1	9.9	7.1	5.4	4.4	3.1	2.5	1.8	.	.
11	99	32.9	21.0	13.1	9.2	7.0	5.6	4.2	2.7	1.8	1.4	1.0	.
12	99	29.1	19.8	12.3	9.7	6.7	6.0	4.3	3.8	2.5	2.3	2.0	1.5
13	100	33.4	18.7	12.9	8.7	5.9	4.5	3.9	3.4	2.8	2.0	1.8	2.0
14	100	52.6	13.3	8.3	5.7	4.0	3.4	3.0	2.6	1.9	1.6	1.2	2.4
15	100	23.4	16.9	13.2	10.1	7.9	7.1	4.8	4.0	3.1	2.6	2.2	4.5
17	100	28.8	22.4	10.4	8.0	6.8	6.3	4.5	2.8	1.7	1.7	1.6	5.0
18	100	26.2	20.1	10.6	7.5	6.4	5.5	4.7	2.7	2.5	2.5	2.4	8.7

Agricultural machines - 233 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	76	66.9	33.1
3	82	50.2	29.3	20.5
4	85	57.8	23.1	12.3	6.7
5	88	50.7	23.5	11.9	7.9	6.0
6	91	39.4	21.6	13.4	11.6	8.5	5.5
7	92	44.7	23.1	11.2	7.5	5.7	4.6	3.2
9	93	33.7	23.7	9.5	7.9	6.4	5.7	5.2	4.9	3.2	.	.	.
10	94	46.2	13.7	12.0	10.9	5.8	3.1	2.4	2.2	1.9	1.6	.	.
11	96	29.4	21.9	11.0	9.0	8.9	5.3	4.6	3.4	2.5	2.3	1.7	.
13	97	23.2	17.6	13.8	12.0	7.6	6.5	5.5	4.9	3.5	2.1	1.4	1.9
15	97	25.5	14.8	12.8	8.5	7.5	6.4	5.8	4.0	3.4	2.6	2.3	6.4
17	98	24.4	17.0	16.4	10.5	10.5	5.6	4.6	3.4	2.4	1.1	1.0	3.1
18	99	31.9	20.3	9.7	7.2	5.5	4.4	3.6	3.1	2.8	2.5	1.8	7.2
19	100	34.9	14.2	8.4	8.2	7.5	4.9	4.4	3.4	2.8	2.5	2.2	6.6
22	100	40.4	18.2	7.6	5.7	3.5	3.3	2.9	2.8	2.6	1.9	1.8	9.3

Machinery, general and specialised - 2590 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	58	100.0
2	74	68.5	31.5
3	81	56.2	27.5	16.3
4	86	49.5	24.2	15.7	10.5
5	89	43.7	24.4	14.2	10.3	7.4
6	91	41.8	22.2	14.6	9.6	6.8	5.0
7	93	41.3	21.2	14.1	9.3	6.6	4.3	3.3
8	94	39.0	19.2	12.4	9.1	7.1	5.7	4.2	3.3
9	95	33.6	19.6	13.2	9.4	7.5	6.1	4.7	3.4	2.5	.	.	.
10	96	34.8	17.4	12.8	9.2	7.7	5.7	4.3	3.2	2.7	2.1	.	.
11	97	38.5	18.7	12.4	8.9	6.3	4.6	3.2	2.7	2.1	1.5	1.1	.
12	97	38.4	18.5	10.4	7.5	5.5	4.6	3.8	3.2	2.7	2.3	1.9	1.2
13	98	32.5	15.0	11.5	8.9	7.2	6.3	4.7	3.8	3.1	2.3	2.0	2.7
14	98	30.1	17.3	12.5	8.4	7.0	5.5	4.6	3.6	3.0	2.3	1.9	3.8
15	99	34.1	17.7	10.7	8.3	6.9	4.7	3.9	3.2	2.5	1.9	1.6	4.4
16	99	27.9	17.8	12.0	9.8	7.0	5.1	4.4	3.8	3.0	2.4	1.8	5.1
17	99	28.7	16.3	12.0	8.9	6.6	4.9	4.3	3.8	3.3	2.7	2.6	5.8
18	100	37.5	16.3	10.1	6.9	6.1	4.9	3.4	3.0	2.5	2.3	1.9	5.3
19	100	25.5	18.7	10.5	7.6	5.6	5.4	4.6	3.5	3.0	2.8	2.5	10.2
20	100	18.6	18.1	11.6	9.3	8.2	6.5	5.1	3.6	3.5	3.3	2.2	10.1
21	100	22.6	19.0	12.1	8.3	7.6	5.2	3.7	3.6	3.1	2.6	2.2	9.9
22	100	21.0	19.5	9.0	8.4	8.0	7.5	5.2	4.9	4.1	3.5	2.4	6.5
23	100	24.7	20.3	10.6	6.5	5.8	5.7	5.3	3.1	2.3	2.2	1.5	12.0
24	100	19.4	15.2	14.3	9.7	9.0	6.1	2.8	2.7	2.6	2.1	2.1	14.1

Office machines and data processing equipment - 531 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	76	69.9	30.1
3	83	58.6	26.3	15.1
4	89	58.9	21.7	11.9	7.4
5	92	52.8	22.8	11.5	7.8	5.0
6	95	50.6	22.4	10.6	7.5	5.2	3.6
7	95	49.0	17.1	13.1	9.9	4.7	3.6	2.7
8	96	44.7	18.3	14.1	8.9	4.8	4.0	2.8	2.4
9	97	47.8	16.6	12.1	9.5	4.6	3.3	3.2	1.9	1.0	.	.	.
11	97	48.4	17.9	11.8	6.5	5.0	2.5	2.2	1.8	1.6	1.3	1.0	.
12	98	37.4	15.7	15.5	11.6	7.0	4.0	2.6	2.3	1.8	0.9	0.7	0.6
13	98	39.3	16.0	13.2	8.7	6.2	4.4	2.8	2.3	2.0	1.8	1.3	1.9
14	99	34.8	22.9	16.3	8.5	6.3	2.9	2.2	2.1	1.0	0.8	0.7	1.3
16	99	23.0	21.9	17.5	8.7	8.2	5.1	4.8	4.4	4.2	0.8	0.3	1.1
18	99	37.3	11.2	9.9	7.5	5.6	5.1	3.9	3.8	3.1	2.9	2.0	7.7
19	100	29.3	20.8	12.4	8.9	6.0	4.2	3.0	2.7	2.6	2.3	1.9	5.8
23	100	24.8	11.7	11.0	8.5	6.4	5.6	5.3	5.1	4.9	3.9	3.9	9.1
24	100	26.3	18.5	11.3	9.5	8.6	7.1	5.7	3.1	2.4	1.8	1.2	4.5

Electrical components - 780 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	57	100.0
2	71	69.9	30.1
3	76	55.9	27.1	17.0
4	81	52.2	23.6	14.9	9.3
5	85	45.9	23.8	14.8	9.3	6.2
6	87	43.0	20.6	14.5	9.9	7.0	5.1
7	90	40.7	21.6	14.6	9.4	6.6	4.1	2.9
8	92	34.8	21.0	13.5	9.8	7.2	5.6	4.5	3.6
9	94	35.2	19.2	14.5	9.1	7.1	5.9	4.0	3.0	2.0	.	.	.
10	95	45.7	16.0	11.5	6.2	5.2	4.0	3.8	3.2	2.5	2.0	.	.
11	95	30.1	21.5	13.6	9.8	8.7	5.2	3.3	3.0	2.3	1.3	1.1	.
12	96	32.2	17.3	14.4	10.4	6.1	5.3	4.6	3.4	2.4	1.7	1.3	0.9
13	97	31.0	19.5	13.2	8.1	6.8	5.6	4.7	4.1	2.1	1.5	1.4	2.1
14	98	37.3	19.2	11.4	7.4	5.7	4.2	3.4	3.0	2.3	1.7	1.5	2.9
15	99	33.0	17.6	12.0	9.2	6.9	5.5	4.5	2.9	2.3	1.8	1.4	3.0
16	99	23.1	17.0	15.7	10.4	9.7	5.8	4.6	3.8	2.3	1.9	1.4	4.2
17	99	17.3	16.7	15.1	12.9	10.7	6.9	5.0	3.9	3.3	2.9	1.7	3.5
19	99	22.4	17.2	11.0	10.5	6.3	5.6	5.3	5.1	4.6	3.0	2.5	6.3
21	100	18.2	14.6	13.7	12.4	7.4	6.8	5.4	5.2	3.6	3.6	2.3	6.8
22	100	13.6	11.3	10.9	10.1	8.4	6.7	6.6	6.3	6.3	4.6	4.4	10.8
24	100	19.2	11.7	11.3	9.3	7.9	5.9	5.3	4.5	3.9	3.7	3.4	13.9
27	100	17.3	15.7	8.6	7.9	7.5	6.0	5.6	5.3	4.3	3.9	3.1	14.8

Electronic components - 875 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	75	69.6	30.4
3	81	59.0	26.2	14.8
4	84	50.3	25.0	15.1	9.6
5	87	46.4	24.3	13.9	8.9	6.6
6	89	39.6	23.1	14.8	10.0	7.3	5.1
7	91	43.0	20.4	15.3	10.5	5.3	3.4	2.1
8	92	33.7	20.1	15.4	11.8	7.4	4.9	4.0	2.7
9	93	30.1	17.6	14.8	11.0	8.4	6.5	4.9	4.0	2.8	.	.	.
10	95	34.6	21.5	14.7	9.6	6.1	4.5	3.2	2.5	1.8	1.3	.	.
11	95	43.0	20.0	11.4	7.5	5.7	3.8	2.8	2.0	1.7	1.2	1.0	.
12	97	41.2	18.5	10.4	7.6	6.0	4.4	3.2	2.6	2.3	1.7	1.2	0.9
13	97	41.3	18.7	13.2	8.3	4.9	3.5	2.9	2.3	1.7	1.1	1.0	1.1
14	98	38.0	17.6	12.9	10.1	6.1	3.7	2.7	2.4	1.8	1.5	1.2	2.2
15	99	41.5	25.0	8.5	6.2	4.9	4.2	3.2	1.9	1.6	1.1	0.6	1.4
16	99	28.7	18.4	12.6	9.9	6.9	4.7	4.1	3.5	3.0	1.9	1.7	4.4
17	99	22.8	16.7	13.9	8.8	7.6	7.3	6.4	4.0	3.2	2.4	1.5	5.5
18	99	35.4	11.6	9.8	9.5	7.7	3.8	3.3	2.9	2.7	2.7	2.2	8.4
20	100	34.5	18.1	12.4	8.8	5.1	4.6	3.3	2.7	2.2	1.8	1.7	4.9
21	100	35.9	12.3	10.9	9.3	7.0	5.0	3.1	2.3	2.1	1.7	1.7	8.6
27	100	36.2	15.2	7.4	6.6	5.1	4.8	4.6	3.1	2.9	2.3	1.8	10.0

Consumer electronics - 34 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	65	100.0
2	68	97.4	2.6
3	79	47.9	33.5	18.5
4	85	66.2	16.2	13.0	4.7
6	88	45.7	17.2	16.6	13.9	3.8	2.9
13	91	59.6	12.0	10.4	4.6	3.6	3.3	2.2	0.9	0.8	0.7	0.6	1.2
14	97	43.2	12.5	8.6	7.0	6.2	4.6	3.8	3.5	3.0	2.1	1.8	3.7
15	100	28.7	24.9	18.7	5.1	4.5	4.2	3.5	2.5	2.4	1.6	1.3	2.6

Household equipment - 238 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	58	100.0
2	71	62.8	37.2
3	77	57.6	27.4	15.0
4	83	47.6	26.4	16.5	9.5
5	85	45.4	25.8	15.0	8.1	5.7
6	88	37.7	21.8	14.4	10.7	8.9	6.6
7	89	41.2	22.9	16.2	7.8	4.8	3.8	3.3
8	91	54.2	17.6	9.9	6.8	4.0	3.7	2.6	1.3
9	94	53.9	16.3	10.2	5.9	5.1	3.3	2.4	1.7	1.2	.	.	.
10	95	42.6	20.4	13.4	6.5	5.7	4.3	2.6	2.1	1.7	0.7	.	.
11	96	45.4	15.5	12.3	8.4	5.5	4.5	2.4	2.3	1.5	1.2	1.1	.
12	97	35.6	25.9	12.0	9.4	6.4	2.8	2.5	1.7	1.4	1.1	0.7	0.3
13	98	36.2	13.3	11.0	7.8	6.4	5.4	4.7	3.9	3.5	2.7	2.0	3.0
14	98	51.0	14.1	12.0	4.2	3.7	3.3	3.2	2.5	1.5	1.4	1.3	1.9
15	99	25.0	20.6	10.2	8.1	6.8	6.5	4.5	3.6	3.4	2.7	2.1	6.5
16	99	22.5	14.6	13.9	9.5	7.5	7.2	4.3	3.6	3.3	3.3	2.3	8.1
17	100	27.6	19.0	17.7	9.6	5.4	3.7	2.7	2.5	1.9	1.8	1.7	6.3
19	100	25.1	21.8	17.0	7.1	4.8	4.0	4.0	3.7	3.5	3.0	2.1	3.8

Motor cars and pieces - 896 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	78	70.5	29.5
3	83	57.5	27.4	15.1
4	87	53.8	23.4	14.2	8.7
5	90	49.6	25.1	12.7	7.6	5.0
6	93	41.2	22.1	14.5	10.2	7.4	4.6
7	94	38.4	20.8	15.3	11.1	7.5	3.9	3.0
8	96	45.8	19.2	12.2	7.9	5.2	4.1	3.0	2.5
9	96	36.4	23.0	12.7	10.0	6.3	4.3	3.0	2.3	1.9	.	.	.
10	98	44.5	19.1	12.6	7.6	5.8	3.7	2.6	1.7	1.3	1.1	.	.
11	98	43.0	14.1	11.0	8.9	7.8	6.5	2.4	2.1	2.0	1.3	0.9	.
12	98	36.7	23.6	18.9	7.3	4.6	3.4	1.9	1.9	0.6	0.4	0.4	0.3
13	98	20.3	17.6	13.4	10.0	7.3	6.4	5.7	5.0	4.0	3.7	2.9	3.8
14	99	38.7	20.4	11.3	7.1	6.0	4.0	3.2	2.3	2.0	1.8	1.2	2.1
15	99	25.0	20.4	20.3	12.0	7.8	3.1	2.9	2.8	1.5	1.3	0.9	2.1
16	99	35.9	20.5	12.6	11.2	9.2	4.0	2.3	1.7	1.1	0.5	0.3	0.7
17	99	30.7	17.2	13.3	9.4	7.9	6.3	5.3	2.3	2.1	1.9	1.4	2.4
19	99	33.8	13.1	12.6	7.9	6.4	4.8	3.9	3.1	2.4	2.2	1.9	8.1
20	99	17.8	13.2	11.0	7.9	7.4	7.2	5.7	5.4	3.7	3.7	3.0	14.1
22	100	31.1	18.4	10.3	9.0	7.4	6.1	5.6	2.7	2.0	1.6	1.4	4.4
24	100	36.6	16.3	8.9	7.9	6.1	5.5	3.0	2.6	2.1	2.0	1.8	7.3
29	100	17.1	15.7	15.7	10.2	10.2	8.3	6.0	4.1	2.2	2.0	1.9	6.6
30	100	22.2	17.8	10.7	10.4	10.2	8.1	5.6	3.1	2.8	2.7	2.0	4.4

Utilitarian vehicles, coaches and trailers - 323 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	76	100.0
2	88	70.9	29.1
3	93	61.8	25.6	12.6
4	95	55.1	28.1	10.5	6.3
5	96	45.5	21.0	16.4	10.2	6.9
6	97	43.1	33.5	9.3	7.4	4.0	2.8
7	97	69.0	14.6	9.5	2.9	1.4	1.3	1.3
8	98	48.1	22.7	12.8	6.5	4.3	2.5	2.0	1.2
9	98	33.5	26.1	24.2	5.7	4.7	3.9	1.0	0.5	0.4	.	.	.
10	98	58.4	10.1	8.1	7.3	6.3	3.6	3.2	1.6	0.9	0.5	.	.
11	99	45.4	26.6	7.2	3.3	3.2	3.1	2.8	2.8	2.6	2.2	0.8	.
14	99	41.0	22.4	9.9	8.1	6.9	5.4	2.6	1.1	0.5	0.5	0.5	1.1
18	99	38.6	23.6	7.4	6.3	4.7	3.8	3.6	3.3	2.6	1.6	1.0	3.5
20	100	43.9	13.1	8.5	7.5	5.8	5.0	3.0	2.7	2.6	1.9	1.6	4.6

Motor cycles and pieces - 106 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	57	100.0
2	72	66.1	33.9
3	77	45.3	34.2	20.5
4	78	49.5	28.5	12.2	9.9
5	84	40.8	21.4	15.7	12.9	9.2
6	89	53.7	20.6	12.6	5.8	3.9	3.3
7	91	37.1	21.2	14.0	12.2	8.2	4.9	2.4
8	92	26.7	15.9	14.4	12.8	9.1	8.2	6.7	6.3
9	92	32.9	25.4	8.6	8.1	6.3	6.2	4.5	4.5	3.5	.	.	.
10	95	33.4	15.7	12.9	10.6	7.4	6.9	5.1	3.6	2.5	1.9	.	.
11	96	44.0	20.4	12.4	9.6	4.5	3.0	1.9	1.7	1.1	0.9	0.6	.
13	99	34.5	16.5	10.9	7.9	7.1	6.4	4.2	3.7	3.0	2.0	1.6	2.1
17	100	26.9	20.1	13.4	6.6	5.7	5.0	5.0	4.1	3.2	2.9	2.3	4.8

Clocks, precision engineering, optics - 865 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	55	100.0
2	71	67.0	33.0
3	80	55.0	27.4	17.7
4	85	50.0	23.9	15.7	10.4
5	88	48.0	22.5	13.7	9.4	6.4
6	90	41.2	19.9	14.3	10.6	8.2	5.8
7	92	37.5	21.4	14.7	9.5	7.1	5.6	4.3
8	94	39.9	19.6	13.2	8.3	6.2	5.3	4.3	3.2
9	95	36.8	20.8	13.2	9.6	6.2	4.8	3.8	3.0	2.0	.	.	.
10	95	44.1	16.6	14.2	6.0	5.2	4.5	4.2	2.1	1.7	1.2	.	.
11	96	34.4	15.6	12.0	9.4	6.6	5.8	4.7	3.9	3.2	2.3	1.9	.
12	97	34.7	20.7	15.2	8.2	6.3	3.9	3.2	2.3	1.9	1.5	1.1	1.0
13	98	36.4	17.6	11.3	7.3	5.6	4.8	4.2	3.0	2.7	2.3	2.0	2.6
14	98	37.5	19.9	10.9	6.8	5.1	4.3	3.6	2.9	2.2	1.9	1.6	3.3
15	99	47.2	12.8	7.9	7.0	5.4	4.7	3.9	2.9	2.4	1.9	1.0	2.8
16	99	38.0	19.8	9.0	6.1	4.9	4.0	3.5	2.9	2.5	1.9	1.8	5.6
17	99	23.2	17.4	15.8	9.7	8.0	5.4	4.0	3.4	2.7	2.0	1.8	6.6
18	100	23.9	20.5	10.1	8.3	6.8	5.5	4.4	3.8	3.2	2.9	2.0	8.6
21	100	27.3	18.3	13.3	9.9	4.8	4.2	3.8	3.4	3.3	2.2	1.8	7.6

Annex 2: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1985

Dairy products - 342 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	50	100.0
2	67	71.0	29.0
3	76	68.2	21.3	10.5
4	83	58.4	22.9	11.9	6.8
5	85	54.7	24.1	13.7	5.0	2.4
6	88	48.9	23.5	13.1	8.1	4.0	2.5
7	90	52.2	27.0	9.1	4.3	3.1	2.3	1.9
8	94	47.0	21.2	13.4	7.5	5.0	3.1	1.8	1.0
9	96	56.4	14.9	8.2	7.2	5.0	3.4	2.4	1.4	1.1	.	.	.
10	97	62.9	15.8	8.1	4.8	2.9	1.9	1.4	1.1	0.6	0.5	.	.
11	97	36.2	32.5	10.9	6.9	4.0	3.9	3.4	0.9	0.6	0.4	0.3	.
12	98	55.4	14.1	9.8	5.7	3.7	2.9	2.6	2.6	1.5	0.8	0.7	0.3
13	98	40.0	25.4	11.4	4.4	4.0	3.8	3.5	2.1	1.9	1.3	1.0	1.4
14	99	49.8	18.8	9.6	6.0	4.8	2.9	2.1	1.7	1.1	1.0	0.9	1.4
16	99	38.1	21.3	12.7	11.7	6.4	3.0	1.9	1.3	1.3	0.9	0.5	1.2
19	100	32.0	24.1	9.4	6.9	6.5	5.3	3.3	2.5	1.6	1.6	1.2	5.7
22	100	35.5	12.7	10.6	7.9	6.2	4.9	4.2	3.2	2.4	2.3	1.8	8.2

Textiles - 1634 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	52	100.0
2	67	69.8	30.2
3	76	60.0	25.5	14.5
4	83	56.1	22.8	12.9	8.2
5	87	48.7	23.0	13.2	9.2	5.9
6	90	44.9	21.8	13.4	9.3	6.1	4.5
7	92	46.3	20.5	12.4	8.4	5.6	4.0	2.9
8	94	37.5	20.4	14.4	10.0	7.4	4.5	3.4	2.3
9	94	43.1	18.8	11.5	7.8	5.4	4.8	3.7	2.8	2.0	.	.	.
10	96	36.3	20.3	12.3	9.1	6.5	5.0	3.8	2.9	2.1	1.6	.	.
11	97	40.1	20.6	11.1	7.5	5.7	4.5	3.2	2.6	2.0	1.5	1.1	.
12	97	31.6	21.0	14.0	9.2	6.6	4.7	3.6	2.8	2.3	1.7	1.4	1.0
13	98	37.0	19.1	10.5	7.8	6.6	5.5	4.0	2.7	2.2	1.7	1.1	1.7
14	99	32.7	17.6	12.4	9.2	6.5	5.2	3.6	3.1	2.5	2.2	1.7	3.1
15	99	28.8	18.7	13.7	8.1	6.4	5.2	4.8	3.3	2.5	2.2	1.9	4.4
16	99	35.3	24.0	10.7	7.4	5.3	4.1	3.2	2.0	1.6	1.4	1.3	3.7
17	99	35.0	14.3	11.2	6.5	5.4	4.7	4.1	3.4	3.2	2.9	2.6	6.9
18	100	29.4	18.4	11.5	6.4	6.3	5.9	4.8	3.1	2.6	2.1	2.0	7.5
19	100	41.1	17.8	12.4	6.8	4.6	3.3	2.0	2.0	1.9	1.7	1.4	5.1
20	100	24.9	17.1	13.7	7.7	6.3	5.1	4.3	3.9	3.6	3.1	2.4	7.8
22	100	25.6	22.5	10.3	8.6	4.8	3.5	3.5	2.8	2.2	2.2	2.2	11.8
25	100	27.2	15.3	7.9	6.9	6.7	6.4	5.9	4.6	3.1	3.1	2.7	10.0
27	100	20.9	14.5	13.9	13.7	10.5	7.8	5.9	2.5	1.5	1.3	1.3	6.4

Leather and furs - 656 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	62	100.0
2	80	67.5	32.5
3	87	56.9	26.9	16.3
4	90	49.7	25.0	16.0	9.3
5	93	45.6	22.9	15.3	9.3	7.0
6	95	48.3	19.8	14.0	8.7	5.3	3.9
7	97	44.6	20.2	13.0	8.9	6.2	4.1	2.9
8	98	36.8	24.8	15.5	8.2	5.0	4.5	2.9	2.3
9	98	36.7	25.6	12.3	8.9	7.9	3.4	2.6	1.5	1.2	.	.	.
10	99	47.0	22.5	9.0	7.3	5.0	3.5	1.9	1.5	1.3	1.0	.	.
11	99	31.8	19.3	13.1	10.8	8.4	5.7	3.6	2.6	2.2	1.8	0.8	.
12	100	40.6	15.0	11.2	8.5	7.6	6.8	3.4	2.2	1.4	1.2	1.1	1.0
14	100	23.5	20.2	12.6	7.4	6.1	5.9	5.0	4.4	3.4	2.8	2.6	6.0

Shoes - 294 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	56	100.0
2	70	67.0	33.0
3	78	58.9	27.1	14.0
4	83	51.0	25.0	14.1	9.9
5	86	57.6	18.3	11.3	7.6	5.2
6	89	43.2	20.8	15.1	9.4	6.7	4.8
7	92	38.2	24.5	15.1	8.9	5.7	4.3	3.3
8	94	38.9	24.7	13.5	7.3	5.3	4.4	3.2	2.8
9	94	43.9	30.5	9.8	6.5	2.7	2.4	1.5	1.4	1.3	.	.	.
10	96	31.0	20.4	11.5	9.1	7.7	5.5	4.7	3.8	3.5	2.7	.	.
11	98	30.8	22.7	12.8	9.5	6.9	5.7	3.5	2.8	2.2	1.8	1.4	.
12	98	60.9	11.2	7.9	4.7	3.9	3.2	2.9	2.9	1.1	0.6	0.5	0.4
13	98	20.3	12.7	12.5	12.0	9.8	6.0	5.4	5.4	4.4	3.6	2.8	5.0
16	99	44.7	15.3	9.2	6.9	6.5	5.3	3.4	2.8	1.4	1.2	1.0	2.3
17	99	20.2	17.4	12.3	10.7	9.8	6.6	5.0	4.1	3.4	2.0	1.6	6.9
19	99	28.4	15.1	8.8	7.0	6.8	6.6	5.9	5.3	4.0	2.8	2.5	6.8
20	100	29.4	15.0	9.8	6.9	5.7	5.7	5.4	4.7	3.7	3.0	2.8	7.9
23	100	56.6	11.5	7.3	6.1	3.6	3.5	2.8	2.4	1.0	0.9	0.7	3.8

Clothing - 1543 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	56	100.0
2	73	67.0	33.0
3	82	55.4	28.2	16.4
4	88	47.8	26.4	15.2	10.7
5	91	40.5	23.7	16.7	11.1	8.0
6	93	40.0	23.6	14.6	9.8	7.3	4.7
7	95	41.0	20.8	12.9	9.6	6.9	5.0	3.8
8	96	40.5	19.9	13.9	9.4	6.0	4.6	3.3	2.4
9	97	33.3	20.0	13.0	10.2	7.5	5.9	4.6	3.3	2.3	.	.	.
10	98	38.4	17.7	12.1	9.8	7.3	5.3	3.4	2.8	1.8	1.4	.	.
11	99	29.5	19.8	14.1	10.3	8.1	5.1	4.3	2.8	2.4	1.9	1.7	.
12	99	28.8	17.8	13.6	11.2	7.6	5.5	4.3	3.4	2.3	2.0	1.9	1.6
13	99	32.0	18.4	10.4	8.7	6.8	5.6	4.6	3.4	2.9	2.6	2.0	2.6
14	99	24.2	15.2	13.3	11.7	8.7	7.4	6.1	3.4	2.9	2.6	1.6	3.0
15	100	25.9	18.6	13.4	11.8	9.1	6.2	3.9	2.8	2.3	1.7	1.3	2.9
16	100	33.2	21.2	9.0	7.2	6.5	5.2	4.7	3.8	3.0	1.9	1.4	2.9
17	100	27.2	21.7	11.0	8.5	6.2	4.7	3.7	3.5	2.9	2.9	2.4	5.3
19	100	19.1	16.0	13.0	9.5	7.5	6.9	5.6	4.1	3.6	2.6	2.4	9.8

Pulp and paper - 512 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	54	100.0
2	71	70.2	29.8
3	78	59.3	26.5	14.2
4	84	52.0	25.7	13.0	9.3
5	86	44.3	22.9	16.9	9.6	6.3
6	90	47.5	22.8	11.6	8.4	5.6	4.1
7	92	33.6	24.3	17.2	11.0	6.9	4.3	2.8
8	93	36.9	28.8	12.4	8.5	5.8	3.4	2.4	1.9
9	95	38.5	19.5	13.3	10.0	7.0	4.4	3.4	2.4	1.5	.	.	.
10	96	34.7	23.9	15.3	11.7	5.8	3.4	2.4	1.4	0.8	0.6	.	.
11	97	35.7	23.6	14.7	9.5	5.4	3.7	2.7	1.9	1.2	1.0	0.7	.
12	97	51.4	13.7	12.2	7.7	4.2	4.0	2.5	1.8	0.8	0.7	0.6	0.4
13	98	35.8	20.0	14.5	7.4	6.2	4.3	3.2	2.5	2.1	1.6	1.2	1.3
14	98	36.4	17.2	13.1	9.5	7.9	4.1	2.9	2.7	2.2	1.5	1.1	1.4
15	99	33.1	17.4	13.4	8.4	6.6	5.0	4.2	3.2	2.5	1.9	1.5	2.9
17	99	21.7	20.3	13.2	10.7	8.7	7.2	4.0	3.3	2.5	2.0	1.9	4.6
19	100	29.4	27.1	14.8	4.7	3.8	3.5	3.2	2.0	1.7	1.5	1.5	6.9
20	100	19.6	13.9	11.2	8.1	7.9	6.8	6.6	6.3	4.8	3.6	3.5	7.6
25	100	33.2	18.2	12.3	9.0	7.2	6.7	2.9	2.0	1.6	1.3	1.1	4.5

Annex 2: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1985

Toys - 112 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	57	100.0
2	71	63.2	36.8
3	78	56.8	29.4	13.7
4	83	38.1	24.7	21.5	15.7
5	89	41.4	27.0	14.8	9.9	6.9
6	92	52.5	15.4	11.3	9.8	6.3	4.8
7	94	33.1	31.3	11.3	8.8	7.3	4.3	3.8
9	95	37.6	32.9	11.2	5.2	4.3	3.0	2.3	2.1	1.6	.	.	.
10	96	25.5	17.3	13.5	11.0	10.2	8.9	4.8	3.7	3.3	1.8	.	.
11	96	33.8	14.5	11.7	7.3	7.1	6.7	5.2	4.1	3.4	3.3	2.9	.
12	97	32.2	14.4	11.4	7.1	6.7	5.6	4.3	4.2	4.0	3.7	3.5	2.8
13	98	53.1	21.0	7.8	4.7	3.7	3.4	1.4	1.3	0.9	0.8	0.7	1.1
15	99	39.2	20.9	11.5	8.8	8.6	5.3	2.0	0.9	0.6	0.5	0.5	1.3
22	100	19.9	13.0	10.0	9.5	7.8	5.3	4.9	4.8	3.8	3.2	2.8	15.0

Sports and camping equipment - 255 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	56	100.0
2	77	65.5	34.5
3	84	56.6	28.5	15.0
4	87	50.2	27.6	12.9	9.3
5	89	51.6	17.8	12.2	10.4	8.0
6	91	45.7	15.6	12.3	10.3	8.6	7.5
7	93	52.8	15.7	12.5	6.3	5.5	4.1	3.0
8	93	36.7	21.4	13.8	7.6	6.8	5.7	4.2	3.7
9	94	41.9	15.4	10.2	8.8	5.9	5.4	5.1	3.9	3.2	.	.	.
10	94	34.1	32.5	9.1	5.9	5.5	4.7	3.0	2.1	1.7	1.4	.	.
11	95	31.4	20.6	9.1	8.6	7.0	5.2	4.8	3.7	3.4	3.3	3.0	.
12	95	27.3	25.0	13.9	9.7	5.8	4.3	3.9	3.6	2.0	1.7	1.5	1.3
13	96	47.7	16.9	8.3	5.7	4.8	3.7	3.4	2.7	1.6	1.6	1.3	2.3
14	97	36.4	20.0	11.4	8.9	6.0	3.3	2.8	2.4	1.9	1.7	1.5	3.6
16	97	22.3	16.9	16.1	10.0	6.8	5.2	4.8	2.9	2.6	2.6	2.5	7.4
17	98	40.6	14.2	8.0	7.6	5.9	4.6	3.2	2.6	2.4	2.1	2.0	6.8
19	99	22.1	19.7	12.0	10.5	8.8	7.0	5.6	3.5	3.0	2.1	1.3	4.5
20	100	38.5	17.4	10.9	7.2	6.1	4.0	2.9	2.6	2.1	1.6	1.1	5.6

Annex 3: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1988

Vegetables - 842 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	80	68.6	31.4
3	90	59.7	25.8	14.6
4	94	53.4	24.2	14.6	7.7
5	96	51.1	21.5	15.2	6.9	5.4
6	98	49.2	23.9	10.8	7.0	5.2	3.9
7	98	57.2	17.7	9.4	7.0	3.9	2.8	2.0
8	99	48.1	17.3	10.8	8.3	5.8	4.2	3.5	1.9
9	99	31.0	22.3	15.1	9.8	7.9	4.7	3.6	3.0	2.6	.	.	.
10	100	43.4	17.9	14.1	8.0	6.4	3.6	1.9	1.8	1.7	1.1	.	.
11	100	38.8	15.7	11.3	9.1	6.7	5.2	3.7	2.8	2.7	2.6	1.4	.
12	100	36.5	20.8	18.1	6.9	4.6	4.0	2.9	2.1	1.4	1.3	0.7	0.7
13	100	66.3	10.0	7.3	7.2	3.2	2.4	1.7	0.9	0.7	0.2	0.1	0.1

Wine - 1769 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	53	100.0
2	68	66.6	33.4
3	78	55.6	27.5	16.9
4	83	51.5	24.0	15.0	9.6
5	88	45.4	23.2	14.2	10.2	7.0
6	90	42.0	21.0	14.4	10.2	7.2	5.3
7	93	39.2	21.9	14.5	10.0	6.7	4.4	3.3
8	95	37.5	20.2	13.5	9.8	7.3	5.2	3.9	2.6
9	96	38.2	21.7	12.2	8.7	6.3	4.4	3.4	3.0	2.1	.	.	.
10	97	38.0	18.4	12.8	9.6	6.9	5.3	3.4	2.4	2.0	1.2	.	.
11	98	33.2	17.0	12.4	10.1	7.4	5.8	4.8	3.4	2.6	2.0	1.3	.
12	99	40.1	15.6	11.2	7.9	6.5	4.9	3.9	3.5	2.6	1.8	1.1	0.8
13	99	38.5	18.2	8.9	7.0	6.4	6.1	3.7	3.2	2.5	1.8	1.7	2.0
14	99	36.8	18.8	12.7	8.8	6.0	4.1	2.9	2.4	2.1	1.5	1.3	2.4
15	100	31.4	18.8	12.3	8.3	7.1	5.5	4.2	3.6	2.7	2.2	1.2	2.8
16	100	21.9	17.2	12.1	10.5	10.2	8.5	5.1	4.1	2.7	2.2	1.7	3.6
17	100	44.3	19.9	11.6	5.5	4.6	3.0	2.0	1.8	1.7	1.5	1.2	2.9
19	100	26.6	21.2	14.6	10.3	10.2	4.4	3.7	1.3	1.3	1.1	1.1	4.2
22	100	28.1	19.9	10.3	10.0	9.2	3.4	3.4	2.8	2.8	2.3	1.9	5.9
24	100	34.4	19.2	13.3	10.3	6.5	4.3	3.1	2.0	1.8	1.2	0.6	3.3

Wood - 1394 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	70	100.0
2	87	67.7	32.3
3	93	59.2	26.1	14.7
4	96	53.3	25.0	13.5	8.2
5	98	43.2	23.8	15.2	10.5	7.3
6	99	45.8	21.5	12.5	9.4	6.6	4.2
7	99	50.5	19.1	12.9	7.6	5.2	2.8	1.9
8	100	35.8	25.7	13.0	8.6	6.4	4.5	3.4	2.5
9	100	38.8	27.7	7.3	6.5	5.6	5.4	3.9	3.9	1.0	.	.	.
10	100	42.9	17.1	10.6	8.4	6.2	5.3	3.2	3.0	1.9	1.4	.	.
12	100	30.2	29.7	14.4	7.0	5.6	3.4	2.6	2.6	1.8	1.4	0.6	0.6
13	100	32.2	14.5	13.9	11.0	10.0	6.8	3.7	2.8	2.8	1.1	0.6	0.7
16	100	26.8	17.2	12.2	8.1	6.4	6.0	6.0	4.4	3.7	3.2	2.0	4.1

Furniture - 558 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	70	100.0
2	84	69.1	30.9
3	90	60.3	25.3	14.4
4	93	46.6	25.6	16.7	11.1
5	97	49.2	23.8	12.4	8.8	5.8
6	98	59.7	17.5	8.1	6.3	5.0	3.4
7	98	46.0	21.0	11.6	9.1	4.8	3.9	3.6
8	99	38.8	23.5	13.6	10.0	5.4	3.7	2.6	2.3
11	99	38.1	18.6	9.7	9.7	8.8	6.3	2.6	2.5	2.0	0.9	0.8	.
12	100	24.3	19.3	17.5	10.6	9.5	6.7	3.8	3.2	2.0	1.3	1.1	0.6
14	100	36.7	16.0	14.7	7.4	7.3	5.8	4.1	3.0	1.1	0.9	0.9	2.2
15	100	19.8	14.1	13.4	12.6	11.2	9.4	5.6	4.7	3.6	1.3	1.0	3.4

Fish - 552 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	68	100.0
2	83	74.4	25.6
3	92	62.0	25.7	12.3
4	94	58.3	23.6	10.2	7.9
5	97	52.7	22.4	11.9	7.5	5.5
6	98	41.6	24.4	15.3	8.8	6.4	3.5
7	99	48.9	25.6	10.7	5.5	3.9	3.1	2.2
8	100	28.9	23.6	16.3	10.3	9.1	4.7	4.1	2.9
9	100	60.5	21.1	7.6	3.6	3.3	1.7	0.9	0.9	0.4	.	.	.

Iron and steel - 554 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	57	100.0
2	71	71.2	28.8
3	78	61.9	25.5	12.6
4	82	56.1	22.4	13.4	8.1
5	85	47.2	26.8	14.2	7.3	4.4
6	88	48.9	19.5	13.9	9.2	5.1	3.3
7	90	43.9	25.9	13.6	8.2	4.5	2.4	1.6
8	91	48.6	20.4	13.4	6.5	4.7	2.8	2.1	1.4
9	92	39.7	19.5	13.5	9.6	6.1	4.4	3.0	2.5	1.7	.	.	.
10	93	40.4	18.5	12.7	10.0	5.5	4.4	3.0	2.6	1.5	1.3	.	.
11	95	36.2	20.3	11.5	8.7	6.5	5.0	3.8	3.2	2.2	1.5	1.2	.
12	95	38.8	18.8	13.6	7.8	6.0	4.5	3.6	2.3	1.7	1.4	1.0	0.5
13	96	28.4	22.1	12.7	9.5	8.4	5.8	4.9	3.5	2.4	0.9	0.6	0.8
14	96	21.0	17.3	14.0	11.3	10.1	9.3	5.4	3.3	2.5	2.2	1.2	2.4
15	96	32.9	13.0	11.7	11.1	7.6	7.0	5.5	3.6	2.6	1.9	1.0	2.0
16	98	30.6	18.7	11.6	8.3	6.6	5.6	5.0	3.3	2.7	2.2	1.6	3.7
18	98	24.2	15.9	13.8	8.3	6.7	5.8	5.8	4.1	3.4	2.8	2.4	6.7
19	99	36.8	14.4	10.5	8.4	6.8	4.9	4.0	3.1	2.2	1.9	1.6	5.5
21	99	29.6	17.7	13.8	10.1	6.4	4.1	3.8	3.5	2.9	1.8	1.7	4.6
23	100	27.8	18.6	12.4	9.5	7.1	5.8	4.7	2.7	2.3	2.1	2.0	5.0
25	100	23.4	13.2	11.5	11.1	5.7	5.4	3.8	3.6	3.4	3.0	2.7	13.2
30	100	27.2	21.4	13.6	7.4	5.3	5.2	4.6	3.5	3.0	1.9	1.2	5.6

Annex 3: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1988

Non-ferrous metals - 483 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	76	69.3	30.7
3	81	57.2	26.1	16.7
4	84	53.2	23.4	14.6	8.9
5	88	48.3	22.8	13.2	9.3	6.4
6	91	42.2	27.5	14.2	8.5	4.7	2.9
7	92	41.5	23.5	14.7	8.7	5.4	3.5	2.7
8	94	41.6	24.1	13.6	8.5	4.4	3.4	2.6	1.7
9	94	41.7	23.6	12.3	9.0	6.3	3.7	1.8	1.1	0.6	.	.	.
10	95	25.8	18.7	16.0	10.7	8.3	6.5	5.4	4.0	2.9	1.6	.	.
11	96	43.3	20.4	14.2	8.1	5.3	3.8	2.7	1.2	0.6	0.2	0.2	.
12	97	29.3	25.2	14.2	9.9	6.7	5.5	2.3	2.1	1.8	1.3	0.8	0.7
13	98	37.8	15.4	13.1	8.7	6.7	4.3	3.6	2.7	2.3	1.9	1.5	1.9
14	98	50.5	16.4	9.6	6.5	5.7	4.5	2.1	1.6	0.7	0.6	0.5	1.1
15	98	36.4	15.4	13.7	10.5	10.4	3.1	2.4	1.4	1.2	1.1	0.9	3.4
16	99	28.5	19.1	13.0	11.7	7.0	5.5	4.7	3.4	2.3	1.6	1.6	1.7
17	99	25.0	19.7	15.2	11.2	8.9	4.9	2.9	2.6	2.3	1.8	1.5	3.8
18	99	33.4	26.3	9.6	6.6	5.1	5.0	4.1	3.6	2.0	1.8	0.9	1.7
19	99	38.7	22.5	7.9	6.9	5.3	4.9	4.2	1.9	1.5	1.3	1.1	3.9
20	99	39.0	21.0	10.6	9.9	4.4	4.0	3.1	1.5	1.4	1.4	1.0	2.6
21	100	35.8	23.7	15.0	8.6	4.0	2.4	1.5	1.4	1.4	1.2	1.1	3.8
22	100	31.2	18.2	11.8	8.0	5.8	3.8	3.8	3.4	3.1	2.0	2.0	6.9
24	100	30.0	17.2	12.8	7.4	5.9	5.7	4.3	4.1	2.9	2.4	2.2	5.1

Glass and ceramics - 637 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	58	100.0
2	73	67.8	32.2
3	81	56.6	28.0	15.4
4	86	47.3	24.1	16.6	12.0
5	88	46.5	22.6	13.2	10.1	7.6
6	89	47.2	20.7	12.9	9.1	5.8	4.3
7	91	42.0	19.5	13.2	9.9	7.4	4.8	3.3
8	93	34.9	21.4	14.4	9.7	7.1	5.0	4.2	3.3
9	95	37.9	19.0	13.5	9.7	7.0	5.7	3.8	2.0	1.4	.	.	.
10	96	39.3	19.7	11.9	8.7	6.9	4.9	3.2	2.5	1.9	1.1	.	.
11	96	44.2	17.9	9.8	6.8	5.0	4.3	3.6	2.9	2.2	1.8	1.7	.
12	97	32.1	20.1	12.9	7.9	6.3	4.8	3.8	3.3	2.7	2.5	2.0	1.5
13	98	31.5	25.7	16.8	6.8	5.4	3.0	2.6	2.1	1.5	1.4	1.3	2.0
14	98	31.9	15.2	14.0	9.6	7.9	5.2	4.1	3.6	2.8	2.2	1.3	2.3
15	98	40.4	23.6	9.2	7.1	5.9	2.9	2.6	1.8	1.5	1.2	1.2	2.7
16	99	27.6	25.2	17.8	9.9	5.6	3.2	2.7	2.4	1.3	1.2	1.1	2.0
17	99	44.3	12.3	10.7	9.6	6.8	4.2	3.1	2.0	1.5	1.4	1.2	3.0
19	99	27.4	15.1	10.1	8.2	6.6	6.4	3.9	3.5	3.0	2.9	2.5	10.4
22	100	29.6	16.8	10.3	9.0	8.2	7.2	3.8	3.0	2.4	2.2	1.5	6.1
24	100	22.9	18.4	12.4	8.5	7.9	6.3	3.9	3.6	2.1	1.7	1.7	10.5
28	100	20.5	14.8	11.3	9.4	5.4	5.1	4.5	4.3	4.0	3.5	3.0	14.3

Base chemicals - 1194 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)												
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others	
1	49	100.0	
2	64	70.6	29.4	
3	72	59.3	25.9	14.8	
4	77	51.7	24.2	14.9	9.3	
5	81	47.0	23.0	13.8	9.6	6.6	
6	84	41.5	24.2	14.0	9.4	6.5	4.3	
7	87	44.2	21.9	11.8	8.5	6.4	4.2	3.0	
8	88	40.8	18.6	13.1	10.0	7.1	4.5	3.4	2.4	
9	90	42.4	18.3	13.2	8.7	6.0	4.7	3.0	2.1	1.6	.	.	.	
10	92	36.5	20.4	13.8	9.7	6.5	4.5	3.4	2.3	1.7	1.1	.	.	
11	93	38.7	19.3	12.6	8.4	6.3	4.2	3.5	2.6	1.8	1.4	1.1	.	
12	94	29.4	16.9	12.3	9.9	8.7	7.4	5.4	3.3	2.7	1.6	1.3	1.0	
13	95	28.9	18.9	13.7	10.9	8.2	5.4	4.3	3.3	2.1	1.5	1.1	1.6	
14	95	30.0	20.1	13.1	10.8	7.0	5.8	3.9	3.1	1.9	1.5	1.0	1.7	
15	95	26.8	17.9	15.0	11.0	8.8	5.9	3.6	3.3	2.4	1.8	1.3	2.2	
16	96	26.6	18.3	14.2	11.2	8.2	4.9	4.3	2.9	2.5	2.1	1.5	3.5	
17	96	32.8	17.5	11.8	7.3	6.0	5.5	3.8	3.1	2.6	1.9	1.8	5.9	
18	96	40.7	13.8	11.0	6.8	5.1	4.7	4.2	2.9	2.2	1.9	1.5	5.1	
19	97	27.4	17.7	11.4	9.1	7.1	5.3	4.2	3.5	2.7	2.5	2.0	6.9	
20	97	26.7	21.9	15.4	11.7	6.3	5.9	3.3	2.1	1.4	0.9	0.7	3.6	
21	98	27.2	15.1	12.8	9.8	7.7	6.3	4.9	3.6	2.6	2.0	1.6	6.5	
22	98	25.9	20.9	13.7	5.3	4.4	4.0	3.8	3.8	2.8	2.1	2.0	11.2	
23	99	26.0	17.6	11.9	7.3	6.7	5.9	5.0	3.8	3.5	2.4	1.7	8.3	
24	99	32.8	15.7	10.6	7.3	6.0	5.1	4.2	3.4	3.1	2.2	2.0	7.8	
25	99	22.8	17.9	13.0	8.3	7.2	6.0	4.6	4.0	3.4	2.8	2.1	8.0	
26	99	26.2	17.1	13.1	9.7	6.3	4.6	4.1	2.3	2.2	2.0	1.7	10.6	
27	100	23.6	14.4	12.1	10.9	7.9	5.7	4.1	3.4	2.5	2.4	2.1	10.7	
28	100	23.7	17.4	15.1	10.7	8.4	6.1	4.5	2.7	2.4	1.5	1.2	6.2	
29	100	31.7	13.6	10.5	7.0	6.6	6.3	5.9	5.1	4.7	2.2	1.1	5.4	

Perfume - 433 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)												
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others	
1	50	100.0	
2	65	65.4	34.6	
3	73	59.0	25.2	15.8	
4	76	51.8	23.9	14.4	9.9	
5	80	48.6	23.6	12.6	8.7	6.5	
6	82	49.4	20.8	10.8	7.8	6.1	5.0	
7	84	50.4	18.0	11.2	7.0	5.4	4.4	3.5	
8	86	37.6	20.4	11.6	9.3	7.0	5.3	4.7	4.1	
9	88	40.7	17.9	12.9	8.6	6.9	4.4	3.6	3.0	2.1	.	.	.	
10	89	34.4	16.4	10.6	9.3	6.6	5.9	5.2	4.5	3.6	3.5	.	.	
11	90	34.8	19.9	11.5	7.9	7.8	5.2	3.3	3.0	2.6	2.4	1.7	.	
12	90	24.1	20.4	13.1	8.7	7.1	5.7	4.7	4.4	3.6	3.4	2.6	2.1	
13	91	30.9	14.5	11.7	8.7	6.5	5.0	4.8	4.1	3.8	3.3	2.4	4.3	
14	92	30.5	18.7	11.0	8.6	6.6	5.8	4.2	3.1	2.9	2.2	1.9	4.6	
15	93	39.2	15.4	8.9	6.7	5.7	4.7	4.3	3.8	3.0	2.5	1.9	4.0	
16	94	22.8	18.3	11.5	9.4	6.9	5.9	4.8	3.7	3.3	3.0	2.6	7.9	
17	95	22.8	18.4	13.6	9.2	7.0	5.3	4.3	3.8	3.4	2.9	2.2	7.0	
18	96	33.7	17.0	10.4	8.6	5.7	4.8	3.6	2.7	2.4	2.2	1.8	7.2	
19	97	29.6	14.4	10.3	8.2	7.5	6.4	4.9	4.6	3.4	1.9	1.8	7.1	
20	97	18.4	12.9	11.4	10.0	8.6	7.0	4.9	4.4	3.7	3.1	2.6	13.0	
21	98	31.2	17.3	9.9	7.6	6.4	4.2	3.7	3.1	2.8	2.5	1.6	9.8	
25	98	21.4	18.5	13.7	12.2	6.4	5.0	4.2	4.2	3.8	1.8	1.6	7.4	
26	99	20.0	15.3	12.0	8.3	6.5	4.0	3.7	3.6	3.2	3.1	3.1	17.3	
27	99	22.5	17.4	7.4	6.2	5.5	5.0	4.5	4.3	4.1	3.4	3.0	16.6	
29	99	27.2	24.0	11.9	7.0	6.8	4.5	4.1	2.0	1.4	1.3	1.3	8.5	
30	100	18.3	17.6	12.3	10.6	7.8	5.5	4.2	3.4	3.0	2.3	2.0	12.9	
31	100	31.3	14.2	12.4	4.9	4.1	3.9	3.8	3.1	2.9	2.4	2.0	15.0	

Pharmaceutical products - 318 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											others
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1	46	100.0
2	64	68.8	31.2
3	71	60.1	25.7	14.2
4	79	56.0	24.6	11.8	7.6
5	84	58.4	20.9	11.9	5.1	3.6
6	86	47.0	19.9	12.3	10.0	6.5	4.3
7	90	45.8	18.9	13.7	8.8	5.9	4.2	2.8
8	92	41.8	19.0	14.5	8.9	5.4	4.4	3.5	2.5
9	93	40.9	23.0	15.7	9.7	3.9	2.4	2.1	1.2	1.2	.	.	.
10	95	44.6	17.9	11.9	7.5	6.7	4.5	3.2	1.8	1.2	0.7	.	.
11	96	31.9	21.0	14.5	9.5	6.0	4.8	4.0	3.0	2.2	1.9	1.2	.
13	97	33.7	19.3	12.1	9.2	6.7	5.4	3.2	2.5	2.1	1.9	1.6	2.2
14	98	31.5	17.8	10.9	8.7	7.3	5.7	4.3	3.3	2.9	2.4	1.8	3.3
15	99	28.4	14.8	12.8	11.2	10.0	5.7	4.7	2.9	2.5	2.0	1.7	3.2
17	99	28.4	17.7	9.8	9.0	6.0	5.2	5.0	4.1	2.6	2.6	2.5	7.1
19	99	51.3	12.1	8.7	8.7	3.9	3.2	2.9	2.2	1.8	1.4	1.1	2.8
21	100	19.9	13.2	11.0	9.4	9.3	6.1	5.8	5.2	3.4	2.6	2.2	11.9
22	100	17.5	14.5	12.4	11.1	8.3	8.2	8.0	6.5	2.9	1.9	1.9	6.8

Metal products - 2184 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											others
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1	65	100.0
2	79	69.0	31.0
3	86	55.9	27.8	16.4
4	90	54.6	22.6	13.6	9.2
5	92	44.1	23.6	14.9	10.2	7.2
6	94	43.9	22.0	13.9	9.3	6.3	4.6
7	96	42.3	20.5	13.0	9.6	6.5	4.7	3.5
8	97	40.3	19.9	12.9	8.8	6.7	5.1	3.6	2.7
9	98	34.8	18.7	13.2	10.2	7.6	5.9	4.0	3.0	2.5	.	.	.
10	98	36.5	21.0	11.9	8.3	6.8	5.3	3.8	3.0	1.9	1.6	.	.
11	99	34.7	18.7	12.9	9.6	6.7	5.3	4.4	2.8	2.1	1.7	1.0	.
12	99	35.8	17.1	12.4	8.8	7.5	4.7	3.7	3.3	2.8	1.9	1.2	0.8
13	99	40.0	15.9	11.4	9.0	5.9	4.5	3.4	2.5	2.2	1.7	1.5	2.1
14	100	37.0	16.3	13.5	6.6	5.5	4.0	3.1	2.6	2.5	2.4	2.0	4.7
15	100	28.8	21.1	11.6	8.7	6.6	5.1	3.8	3.0	2.5	2.2	2.0	4.6
18	100	26.5	21.9	14.2	6.5	5.5	4.9	4.4	4.0	2.6	2.1	1.7	5.6
20	100	36.3	12.5	9.7	7.2	6.8	6.7	6.2	4.0	2.0	1.7	1.5	5.3
21	100	26.7	14.1	12.0	11.4	8.1	5.7	5.6	3.5	2.7	2.6	2.3	5.3

Agricultural machines - 354 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	66	100.0
2	77	66.8	33.2
3	82	54.6	27.4	18.0
4	86	45.1	25.1	18.0	11.8
5	91	48.0	21.1	13.4	9.8	7.7
6	93	33.0	24.8	16.0	11.7	8.1	6.4
7	94	42.8	18.4	14.0	8.7	7.5	5.1	3.6
8	95	35.1	20.1	16.0	8.7	6.7	5.7	4.5	3.2
9	96	30.2	18.6	13.2	9.9	8.1	7.7	5.5	3.9	2.9	.	.	.
10	96	26.8	22.2	17.5	9.0	6.6	5.3	4.7	3.4	2.8	1.6	.	.
11	97	27.5	19.8	14.7	10.4	9.6	6.2	4.9	2.8	2.1	1.1	0.8	.
12	98	34.9	15.7	11.9	9.1	6.7	5.9	4.5	3.7	2.6	2.2	1.9	1.0
14	98	34.2	15.5	8.9	7.7	6.8	6.6	5.2	5.0	3.4	2.1	1.6	3.0
17	99	23.1	21.2	17.2	10.0	8.3	5.0	2.9	2.1	2.0	1.8	1.8	4.5
18	99	25.4	22.3	11.8	7.6	5.3	5.2	3.3	3.2	2.7	2.3	2.2	8.6
19	99	24.0	14.7	6.9	6.8	5.9	5.4	5.2	5.2	4.9	4.6	3.9	12.4
20	100	35.0	11.8	9.3	7.5	5.5	5.2	4.7	3.5	3.5	2.7	2.5	8.7
22	100	31.0	20.9	7.6	5.5	5.4	5.3	3.6	3.4	2.9	2.6	2.6	9.3

Machinery, general and specialised - 3604 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	78	67.7	32.3
3	84	56.6	27.0	16.4
4	88	48.9	25.3	15.7	10.1
5	90	46.5	23.1	14.0	9.7	6.8
6	93	42.3	20.6	14.1	9.9	7.5	5.6
7	94	39.7	22.2	14.4	9.3	6.5	4.5	3.3
8	95	37.8	21.4	13.7	9.4	7.0	4.7	3.5	2.6
9	96	35.3	21.2	13.0	9.1	7.0	5.5	3.9	2.9	2.1	.	.	.
10	97	34.9	19.6	13.3	9.9	7.2	4.8	3.8	2.8	2.2	1.6	.	.
11	97	32.3	18.3	12.8	9.6	7.3	5.7	4.7	3.5	2.6	1.9	1.3	.
12	98	33.9	18.7	12.3	8.4	6.6	5.0	4.1	3.3	2.7	2.1	1.8	1.3
13	98	32.0	17.3	12.1	8.8	6.7	5.3	4.4	3.4	2.8	2.3	1.9	3.0
14	99	37.2	15.1	10.8	8.5	6.0	4.8	3.8	3.3	2.8	2.3	1.9	3.5
15	99	28.9	16.3	11.2	9.3	6.8	5.8	4.8	4.0	3.3	2.7	2.3	4.7
16	99	24.4	18.6	12.9	10.0	8.7	5.9	4.4	3.4	3.0	2.3	2.0	4.4
17	99	28.6	15.4	11.6	9.2	7.2	6.3	4.4	3.3	2.8	2.5	2.1	6.8
18	100	27.3	15.9	11.6	9.6	7.0	5.2	4.3	3.6	2.8	2.4	2.2	8.2
19	100	23.3	17.3	13.2	10.6	8.0	6.3	4.5	3.7	2.9	2.4	1.9	5.9
20	100	30.1	15.7	11.1	8.6	6.5	5.6	4.0	3.1	2.9	2.4	2.1	7.7
21	100	19.2	16.6	14.8	9.3	7.0	5.4	4.3	3.8	3.3	3.1	2.4	10.8
22	100	19.1	14.6	11.7	9.0	8.8	7.1	5.7	4.4	4.2	3.9	2.5	8.9
23	100	23.8	20.6	14.3	8.7	4.9	4.7	4.7	3.5	3.1	2.1	1.4	8.3
24	100	21.1	16.7	14.7	10.8	6.7	4.5	4.2	3.5	3.3	2.4	2.3	9.8

Office machines and data processing equipment - 740 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	75	68.2	31.8
3	84	61.7	24.3	14.0
4	88	53.9	23.3	13.2	9.5
5	91	52.7	22.9	12.5	6.8	5.1
6	93	43.9	20.7	14.1	9.2	6.9	5.3
7	95	45.0	20.4	13.3	9.8	5.9	3.4	2.2
8	95	42.5	20.7	14.1	10.4	5.0	4.1	2.0	1.3
9	96	40.6	25.1	13.2	6.2	5.5	3.7	2.5	2.1	1.0	.	.	.
10	97	33.6	22.3	15.5	9.3	6.0	4.7	3.5	2.1	1.8	1.1	.	.
11	98	56.0	14.7	9.0	5.7	4.2	3.0	2.4	1.8	1.5	1.0	0.7	.
12	98	27.4	23.1	13.6	12.0	10.5	3.8	2.7	1.9	1.6	1.3	1.1	0.9
13	98	28.8	21.0	16.0	7.7	7.4	7.3	4.5	1.5	1.5	1.1	1.1	2.0
14	99	24.4	23.3	15.7	9.1	7.4	3.9	3.4	3.4	2.6	1.8	1.6	3.4
15	99	33.7	31.3	9.0	8.1	4.5	2.7	2.5	1.6	1.3	1.1	1.1	3.0
16	99	33.4	14.9	14.1	11.0	6.4	5.4	4.6	2.0	1.6	1.5	1.4	3.7
17	99	63.6	8.7	7.7	3.8	3.7	3.5	1.8	1.8	1.6	0.9	0.8	2.0
19	99	25.3	16.1	12.1	9.6	7.6	6.9	5.0	4.3	3.5	2.3	2.1	5.1
20	100	32.5	19.2	15.8	6.3	4.6	3.6	3.3	2.2	2.1	2.0	1.9	6.6
22	100	23.8	14.0	11.6	9.5	6.8	6.8	6.4	4.3	3.6	3.4	2.6	7.2
23	100	24.2	21.8	17.1	7.7	6.6	5.6	3.6	3.2	2.9	2.6	1.3	3.3
24	100	14.9	14.0	11.1	6.6	6.2	4.5	4.1	3.9	3.5	3.5	3.4	24.1

Electrical components - 1029 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	72	67.2	32.8
3	79	54.6	27.7	17.7
4	83	49.6	23.8	15.5	11.1
5	87	46.5	23.1	14.0	9.8	6.7
6	88	46.6	20.9	12.5	8.8	6.3	4.9
7	90	42.1	19.0	13.8	9.2	6.5	5.4	3.9
8	91	41.0	18.1	11.8	9.5	6.9	5.5	4.2	3.2
9	93	39.3	19.8	13.3	7.9	6.2	4.8	3.5	3.0	2.3	.	.	.
10	95	37.2	20.5	13.4	8.6	6.4	4.8	3.5	2.5	1.8	1.4	.	.
11	96	36.3	18.5	12.3	9.2	7.2	5.6	4.1	2.7	1.8	1.2	1.0	.
12	97	28.4	18.4	13.7	9.6	6.9	5.9	5.0	3.8	2.9	2.4	1.7	1.4
13	98	34.5	19.2	13.0	8.9	6.3	4.6	3.8	2.9	2.1	1.6	1.2	1.8
14	98	30.1	18.2	12.7	10.4	7.2	5.2	4.4	3.2	2.2	2.0	1.4	3.0
15	99	30.1	16.6	13.9	11.4	8.3	6.5	3.6	3.0	2.1	1.4	1.2	1.9
16	99	23.5	16.2	14.6	10.7	7.8	7.6	4.6	3.1	2.2	1.9	1.9	5.8
17	99	32.3	16.5	10.8	9.5	5.8	5.1	4.3	3.7	2.1	1.9	1.6	6.5
18	99	24.9	14.9	11.5	10.5	7.5	5.9	4.5	4.1	3.2	2.8	2.4	7.9
19	100	23.4	20.9	17.0	12.1	5.3	4.9	3.9	2.9	2.5	2.0	1.3	3.8
21	100	18.3	15.7	15.2	11.9	8.7	5.6	4.9	4.1	3.2	2.5	1.9	7.8
23	100	22.6	17.6	14.1	8.7	6.8	6.3	4.9	4.0	2.9	2.4	2.1	7.8
27	100	17.0	15.9	11.0	9.5	8.7	6.3	4.9	4.6	3.6	3.1	2.6	12.6

Electronic components - 1001 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	74	68.2	31.8
3	81	57.0	26.9	16.1
4	86	55.0	21.9	13.7	9.4
5	88	47.2	22.3	13.9	9.5	7.1
6	91	42.9	21.4	14.8	9.4	6.5	5.0
7	92	44.7	21.5	13.0	8.3	6.0	4.0	2.5
8	93	44.1	21.1	13.0	8.7	5.2	3.6	2.4	1.9
9	94	46.0	18.4	10.5	7.4	5.9	3.8	3.4	2.5	2.0	.	.	.
10	95	41.6	17.0	11.2	7.4	6.1	4.6	3.7	3.4	2.9	2.3	.	.
11	96	34.5	18.0	12.3	9.6	7.4	5.8	3.9	2.9	2.4	1.8	1.4	.
12	97	35.0	18.1	14.0	8.3	6.2	5.5	4.1	2.9	2.0	1.7	1.2	0.9
13	97	34.9	20.9	14.1	8.0	5.2	4.4	3.0	2.6	2.0	1.8	1.5	1.6
14	98	37.0	18.0	12.0	7.7	6.3	4.7	3.7	3.0	2.3	1.8	1.1	2.2
15	99	39.2	21.9	11.3	8.4	4.9	3.7	2.6	2.2	1.6	1.1	1.0	2.1
16	99	26.8	20.8	16.8	12.9	6.7	4.7	3.1	2.5	1.9	1.1	0.7	2.1
17	100	33.4	14.2	10.6	8.1	7.5	5.9	4.6	3.5	3.0	2.3	2.0	4.8
18	100	20.3	12.2	11.4	9.5	8.0	7.3	7.2	6.0	5.5	5.0	3.0	4.6
20	100	35.2	14.2	11.4	8.2	6.8	5.3	4.0	2.9	2.6	2.3	1.5	5.5
21	100	25.6	15.0	9.9	9.8	8.6	6.4	3.5	3.0	3.0	2.7	2.7	9.8
25	100	36.1	29.5	7.7	4.7	3.8	3.3	3.0	2.8	1.7	1.4	1.3	4.7

Consumer electronics - 72 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	63	100.0
2	81	66.5	33.5
3	86	55.9	30.9	13.3
4	88	37.7	26.1	18.1	18.0
5	89	33.3	25.5	16.4	15.3	9.5
6	90	38.5	26.0	21.2	12.2	1.1	1.0
9	92	18.8	17.5	13.5	13.3	11.5	8.3	7.3	6.8	3.0	.	.	.
10	93	29.1	27.9	19.0	9.1	7.4	2.8	1.8	1.4	1.0	0.6	.	.
11	94	52.2	42.2	1.4	1.4	1.1	0.6	0.5	0.3	0.2	0.1	0.1	.
12	96	23.7	13.8	13.8	12.1	6.8	6.2	5.6	5.3	4.0	3.9	2.9	1.9
14	99	50.4	16.1	5.4	5.0	4.2	3.8	3.5	3.2	2.4	1.9	1.7	2.4
15	100	20.6	16.9	16.9	13.1	7.8	6.1	5.3	5.0	1.8	1.6	1.4	3.4

Household equipment - 252 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	73	66.2	33.8
3	77	48.5	31.3	20.2
4	81	59.9	20.8	12.0	7.2
5	84	46.4	22.0	14.1	10.1	7.4
6	88	40.3	22.6	13.9	10.6	6.9	5.7
7	90	36.0	20.9	11.0	9.9	8.7	7.5	6.1
8	93	57.3	13.6	10.5	6.3	4.6	3.2	2.8	1.5
9	93	58.3	17.4	11.2	3.9	2.8	2.8	1.7	1.5	0.5	.	.	.
10	94	31.7	23.7	10.1	8.6	7.2	5.1	4.3	3.5	3.3	2.6	.	.
11	95	32.6	19.2	13.7	9.2	5.9	5.1	4.3	3.3	2.8	2.4	1.6	.
12	96	31.3	19.9	15.9	13.7	6.5	4.0	2.4	1.7	1.7	1.2	1.1	0.6
13	96	55.8	21.4	9.0	3.9	2.6	2.3	1.5	1.3	0.7	0.5	0.3	0.6
14	97	30.9	19.3	13.5	8.4	5.2	3.9	3.8	3.4	2.8	2.7	2.4	3.7
15	97	38.2	20.1	16.8	5.2	5.2	3.6	3.4	1.9	1.6	1.3	1.2	1.4
17	98	27.8	17.7	14.0	8.4	7.4	5.6	4.1	3.3	2.6	1.9	1.6	5.5
19	100	36.7	15.1	11.9	9.7	6.4	4.0	3.0	2.6	2.2	1.6	1.4	5.4
23	100	31.4	14.1	13.0	8.7	7.8	6.1	3.9	3.6	3.1	1.8	1.6	4.8

Motor cars and pieces - 1107 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	62	100.0
2	77	70.6	29.4
3	85	59.4	26.6	14.0
4	89	54.5	23.9	13.5	8.0
5	91	51.0	22.7	12.2	8.1	6.0
6	93	44.0	22.6	14.9	8.8	6.1	3.6
7	94	37.7	22.9	14.4	11.0	6.5	4.6	3.1
8	96	37.5	21.2	14.3	9.6	7.1	5.0	3.0	2.2
9	97	37.1	24.1	15.7	8.5	6.0	4.0	2.3	1.5	1.0	.	.	.
10	97	33.4	21.1	15.5	10.9	6.3	5.1	3.5	1.8	1.5	0.7	.	.
11	98	52.6	12.5	9.0	7.3	5.6	3.5	3.2	2.5	1.6	1.3	0.9	.
12	98	32.1	20.5	9.9	8.9	7.2	6.2	4.6	3.6	2.9	2.3	1.1	0.7
13	98	35.2	16.4	11.6	8.3	6.5	5.3	3.8	3.4	2.7	2.4	1.8	2.7
14	99	34.9	20.7	15.5	9.1	5.7	3.7	2.4	1.9	1.5	1.3	1.0	2.3
15	99	33.4	19.1	10.5	8.8	6.5	4.5	3.4	3.2	2.4	2.1	2.0	4.1
16	99	23.7	15.0	12.4	9.1	8.3	7.6	5.4	4.9	3.2	2.9	2.5	5.0
17	99	23.5	17.6	13.9	13.1	11.5	7.4	5.1	2.3	1.6	1.2	1.0	1.8
18	100	30.3	14.8	11.9	11.6	10.4	9.3	4.8	2.7	2.1	0.8	0.3	1.0
21	100	23.5	14.4	12.8	9.1	8.5	6.9	5.1	4.5	2.7	2.5	1.9	8.2
24	100	22.6	22.6	12.9	10.2	8.2	7.1	3.4	2.3	2.3	1.5	1.4	5.5
29	100	26.1	15.9	11.1	10.5	10.0	5.4	3.9	3.4	3.3	3.3	3.3	3.9
33	100	22.2	18.1	13.3	13.2	7.9	6.0	3.9	3.0	2.8	1.8	1.7	6.1

Utilitarian vehicles, coaches and trailers - 378 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	78	100.0
2	88	67.6	32.4
3	92	65.5	23.8	10.8
4	93	62.1	21.7	8.9	7.2
5	95	54.8	22.2	13.2	5.7	4.1
6	97	55.0	14.1	11.7	8.2	7.5	3.5
7	97	46.5	24.6	14.3	6.5	3.9	2.2	2.0
8	97	42.8	15.6	9.7	8.3	7.2	5.7	5.6	5.1
9	98	55.2	17.7	11.0	7.7	2.4	1.9	1.9	1.3	1.0	.	.	.
10	98	32.2	24.2	21.7	7.6	7.1	2.4	2.1	1.9	0.5	0.4	.	.
11	98	23.0	20.3	17.1	10.6	8.7	4.9	4.3	3.5	3.1	2.5	1.9	.
12	99	41.3	25.1	11.4	7.1	5.7	3.1	2.7	2.0	0.8	0.5	0.2	0.1
13	99	21.6	18.1	14.7	10.3	8.2	6.5	6.2	5.6	5.0	1.7	0.9	1.3
17	100	37.5	21.4	12.2	6.9	4.9	4.6	2.9	2.8	2.6	1.4	0.7	1.9
23	100	27.9	26.5	9.8	7.5	7.3	5.9	4.3	2.9	1.7	1.5	0.9	3.9

Motor cycles and pieces - 141 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	65	100.0
2	77	73.7	26.3
3	82	57.9	25.1	17.0
4	87	51.9	27.3	11.7	9.2
5	90	40.0	22.5	16.3	11.9	9.4
6	91	31.7	23.8	17.6	11.5	8.3	7.0
7	92	36.7	21.9	13.3	7.9	7.5	6.7	6.0
8	93	29.9	26.5	23.8	5.7	5.7	3.6	2.7	2.1
9	94	29.6	21.7	12.2	10.6	8.2	7.7	6.6	2.2	1.3	.	.	.
10	94	20.6	19.6	14.8	11.0	10.4	6.9	5.8	4.2	3.3	3.3	.	.
12	95	31.3	24.6	22.9	6.0	5.3	4.7	3.0	0.6	0.6	0.4	0.4	0.3
13	96	58.6	16.5	6.7	3.8	2.8	2.5	2.3	2.2	1.3	1.2	0.8	1.4
14	98	38.9	18.4	11.4	7.7	5.7	4.9	3.7	2.2	1.9	1.5	1.2	2.5
15	99	25.1	19.1	12.7	8.1	6.9	6.2	5.4	3.8	3.7	2.5	2.2	4.4
19	100	31.5	23.4	6.9	6.6	5.1	4.3	4.1	3.7	3.2	2.6	2.0	6.4

Clocks, precision engineering, optics - 1326 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	73	67.6	32.4
3	80	57.2	26.9	15.9
4	85	49.8	24.3	15.7	10.2
5	88	45.7	22.0	14.3	10.6	7.4
6	91	44.0	21.9	13.7	9.5	6.6	4.4
7	93	38.5	21.1	14.3	9.5	7.1	5.5	3.8
8	94	38.9	19.4	12.3	9.1	6.8	5.2	4.6	3.6
9	95	33.9	19.2	13.5	11.3	7.4	5.3	3.9	3.0	2.5	.	.	.
10	96	40.6	16.5	12.4	8.6	6.1	4.5	3.8	3.1	2.5	2.1	.	.
11	97	32.9	18.0	13.3	9.4	7.3	5.4	4.1	3.4	2.6	2.1	1.6	.
12	97	40.1	20.2	10.5	6.8	4.8	4.1	3.5	3.0	2.8	1.7	1.4	1.0
13	98	35.3	18.2	14.9	7.6	6.7	4.5	3.5	2.5	2.0	1.6	1.4	1.7
14	98	33.3	17.7	11.9	7.8	5.8	4.7	3.9	3.4	3.1	2.4	2.0	3.9
15	99	30.9	19.0	10.9	9.4	5.5	4.4	3.8	3.4	2.8	2.6	2.2	5.3
16	99	25.9	12.3	10.0	8.8	7.3	6.9	6.5	5.2	4.6	3.7	2.8	6.1
17	99	28.2	15.4	11.5	9.2	7.0	5.5	4.8	4.0	3.0	2.4	2.0	7.0
18	100	21.9	20.5	15.7	9.5	7.6	5.0	3.2	3.1	2.4	2.2	1.9	7.0
20	100	26.2	14.5	9.1	8.2	7.4	6.3	4.6	4.1	3.7	2.9	2.5	10.4
21	100	15.7	14.4	12.9	8.0	7.3	5.8	4.7	3.4	3.3	3.1	3.0	18.3
23	100	30.4	18.3	10.8	9.0	7.8	5.5	4.2	3.8	2.0	1.3	1.2	5.8
24	100	19.7	19.3	13.3	13.0	6.9	5.1	4.9	3.5	3.0	2.7	1.2	7.6

Dairy products - 360 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	49	100.0
2	63	76.1	23.9
3	74	69.6	21.0	9.4
4	80	64.6	19.4	9.8	6.2
5	83	58.9	20.0	12.9	5.3	3.0
6	88	49.1	25.1	11.7	7.2	4.3	2.6
7	91	56.1	18.8	11.6	6.9	3.2	2.0	1.3
8	93	52.9	18.8	10.0	7.1	4.6	3.1	2.4	1.1
9	94	46.9	23.7	13.8	7.6	3.5	1.8	1.2	0.9	0.6	.	.	.
10	95	48.0	15.0	10.3	9.1	5.6	4.6	3.0	2.1	1.3	1.0	.	.
11	97	44.9	20.2	12.4	6.5	4.1	3.6	3.2	2.2	1.3	0.9	0.8	.
12	98	68.7	10.3	6.8	4.0	2.5	1.8	1.4	1.3	1.2	1.0	0.6	0.4
13	99	42.0	23.2	8.9	7.9	5.1	4.1	2.6	2.2	1.2	1.0	0.8	1.1
15	99	29.4	21.4	14.0	7.4	6.3	4.8	4.4	3.7	3.4	2.4	1.4	1.5
16	99	30.6	24.6	12.8	11.9	7.3	2.8	2.7	2.0	1.5	1.0	0.9	1.8
18	99	37.6	12.2	10.6	10.2	9.8	7.7	6.2	1.7	1.3	0.6	0.5	1.6
19	100	24.0	21.4	15.5	7.9	6.3	4.6	3.7	3.4	1.9	1.9	1.8	7.6
22	100	33.9	13.3	11.9	7.1	6.5	5.9	5.1	3.5	2.8	2.0	1.8	6.3

Textiles - 1750 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	52	100.0
2	67	70.2	29.8
3	76	59.9	25.5	14.6
4	82	54.6	23.9	13.5	7.9
5	86	46.0	24.2	14.6	9.4	5.8
6	89	45.3	21.6	14.2	8.7	6.0	4.1
7	91	40.3	22.6	13.5	9.0	6.5	4.7	3.4
8	93	38.6	19.5	14.3	9.4	6.6	4.9	3.8	3.0
9	95	37.6	20.1	13.8	9.9	6.4	4.6	3.4	2.5	1.8	.	.	.
10	95	32.6	19.7	12.8	9.4	7.5	5.9	4.5	3.6	2.4	1.6	.	.
11	96	35.9	20.8	12.2	9.0	5.8	4.6	3.5	2.8	2.3	1.6	1.3	.
12	97	35.3	19.0	12.7	8.4	6.7	4.6	3.9	2.7	2.4	1.8	1.4	1.1
13	98	34.4	16.6	13.0	9.7	7.0	5.3	3.4	2.9	2.4	1.8	1.4	2.0
14	98	40.0	18.6	10.7	7.6	5.4	4.0	3.3	2.6	2.0	1.8	1.4	2.6
15	99	31.1	16.4	13.6	10.1	6.6	5.2	4.4	3.0	2.3	1.9	1.4	4.0
16	99	39.3	14.2	12.5	7.9	5.7	4.4	3.5	2.7	2.0	1.8	1.5	4.6
17	99	34.7	21.2	13.2	7.5	5.0	4.5	2.9	2.4	2.0	1.8	1.3	3.6
18	99	36.1	15.1	13.1	10.2	5.9	3.6	3.0	2.5	2.4	1.9	1.9	4.3
19	100	24.7	23.9	10.8	9.6	7.7	6.0	4.9	3.2	2.8	1.5	1.2	3.6
20	100	25.8	15.7	14.3	9.1	6.7	5.3	3.7	3.4	3.0	2.5	2.3	8.1
21	100	20.5	15.7	14.0	8.5	7.8	6.2	5.3	3.8	3.5	2.7	2.5	9.3
22	100	29.2	13.1	8.5	8.0	7.8	6.0	5.0	4.1	2.9	2.6	2.6	10.3
24	100	20.7	18.3	14.4	13.5	11.0	8.7	2.6	2.4	1.6	1.2	0.9	4.7

Leather and furs - 709 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	64	100.0
2	80	68.0	32.0
3	88	58.1	26.9	15.0
4	92	55.5	22.6	13.1	8.7
5	95	48.2	23.2	13.4	9.4	5.8
6	96	48.7	22.5	13.0	7.5	4.5	3.7
7	96	31.7	22.8	18.3	9.8	7.9	5.8	3.8
8	97	33.0	24.9	13.8	10.7	7.1	5.3	2.9	2.3
9	98	44.7	21.2	11.2	6.1	4.9	4.2	3.2	2.4	2.1	.	.	.
10	99	43.1	23.9	12.6	8.7	4.4	2.6	1.8	1.3	0.9	0.7	.	.
11	99	54.8	20.0	5.6	4.3	4.3	3.3	2.7	1.6	1.4	1.1	1.0	.
12	99	36.3	23.6	10.4	9.2	5.5	4.2	3.5	2.0	1.6	1.4	1.3	1.0
13	100	35.1	13.6	10.1	8.8	7.9	6.1	4.7	4.2	3.3	1.8	1.6	2.8
16	100	25.5	18.6	17.2	15.7	6.6	2.8	2.6	2.3	2.1	1.8	1.1	3.6

Annex 3: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1988

Shoes - 314 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	57	100.0
2	73	64.6	35.4
3	78	53.7	29.3	17.0
4	82	55.1	20.8	14.4	9.7
5	87	51.1	20.9	11.6	9.2	7.2
6	90	45.3	24.2	11.4	9.1	5.4	4.5
7	92	46.6	21.7	11.0	7.4	5.6	4.1	3.5
8	94	31.9	23.2	12.9	8.6	7.4	6.1	5.4	4.5
9	95	39.5	19.0	12.5	8.5	5.5	4.9	4.8	3.3	2.2	.	.	.
10	96	37.5	15.1	9.3	9.1	8.0	6.4	5.4	4.3	2.8	2.1	.	.
11	97	38.2	20.0	13.4	8.5	6.2	4.7	2.6	2.3	1.9	1.4	0.9	.
12	98	30.0	21.9	12.7	11.1	6.9	5.1	3.6	3.0	2.0	1.5	1.4	0.9
15	99	29.4	18.8	13.2	8.4	6.0	4.8	3.8	3.4	2.9	2.6	2.2	4.5
16	99	58.8	13.4	5.8	5.2	3.3	3.0	2.3	1.8	1.6	1.3	1.2	2.4
22	100	24.7	23.6	10.0	7.7	6.1	5.7	4.2	3.6	2.9	1.7	1.5	8.1
25	100	21.0	12.5	10.0	9.3	5.6	5.5	5.4	4.0	3.8	3.0	2.3	17.5

Clothing - 1774 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	74	66.7	33.3
3	82	56.1	26.8	17.0
4	86	49.8	24.4	15.0	10.7
5	90	45.7	21.9	14.7	10.4	7.3
6	93	41.0	21.0	14.3	10.5	7.7	5.5
7	95	36.2	21.3	14.2	10.5	7.8	5.8	4.3
8	96	39.2	21.0	12.7	8.9	7.1	5.1	3.5	2.6
9	97	37.2	21.2	12.4	9.5	6.7	4.7	3.5	2.9	2.0	.	.	.
10	98	32.6	22.8	13.3	10.4	7.2	4.6	3.5	2.5	1.8	1.4	.	.
11	99	32.9	18.5	13.2	10.8	7.0	5.5	3.9	2.8	2.2	1.8	1.4	.
12	99	31.0	17.7	12.8	7.8	7.1	5.4	4.7	4.1	3.5	2.5	1.8	1.5
13	99	36.1	19.4	11.6	6.6	5.5	5.0	4.6	3.4	2.9	2.0	1.4	1.5
14	100	27.4	18.5	13.8	10.7	8.1	6.6	4.1	2.7	2.3	1.6	1.4	2.8
16	100	31.3	20.2	13.0	10.6	7.3	5.9	2.8	2.1	1.6	1.3	1.1	2.8
17	100	32.5	16.7	9.7	8.3	7.1	5.1	4.2	3.6	3.0	2.3	2.1	5.3
18	100	29.2	18.8	7.2	7.1	7.0	5.4	5.2	5.2	3.4	2.7	2.3	6.4
20	100	24.9	14.3	14.0	10.9	5.6	5.6	4.9	3.4	3.0	2.6	2.2	8.7

Annex 3: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1988

Pulp and paper - 594 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	55	100.0
2	72	68.2	31.8
3	79	64.8	22.7	12.5
4	84	51.1	24.1	15.0	9.7
5	87	44.5	24.1	15.4	9.1	6.9
6	90	47.1	21.7	14.0	8.1	5.8	3.3
7	92	41.5	21.5	16.0	8.4	6.0	4.2	2.3
8	93	43.3	20.2	13.0	9.1	6.7	4.2	2.2	1.3
9	96	38.4	22.9	13.2	10.4	6.1	3.6	2.4	1.8	1.1	.	.	.
10	96	37.0	26.7	15.2	8.6	5.2	4.3	1.6	0.7	0.4	0.2	.	.
11	97	37.6	20.3	14.9	9.0	6.0	3.8	3.6	2.3	1.3	0.8	0.4	.
12	97	30.9	16.7	15.0	14.4	7.8	5.7	3.5	3.1	1.5	0.8	0.3	0.1
13	98	25.5	21.4	17.5	13.0	4.7	4.4	4.4	3.6	2.6	1.2	0.8	1.0
14	98	42.3	24.4	7.9	6.5	5.0	4.3	2.7	2.1	1.6	1.1	0.8	1.2
15	99	24.3	17.7	14.8	11.1	9.5	7.3	4.5	3.2	2.5	1.9	1.3	2.0
16	99	27.8	14.3	12.1	8.9	8.0	6.4	5.0	4.6	3.5	2.7	2.1	4.7
17	99	25.4	23.4	11.9	9.4	7.9	7.5	7.0	2.2	1.5	1.3	1.2	1.3
20	100	25.3	16.6	9.3	8.8	8.8	6.0	5.2	4.3	3.7	2.7	1.9	7.5
25	100	31.9	27.1	7.3	7.0	6.7	4.3	2.3	2.2	1.4	1.4	1.1	7.3
27	100	29.0	19.9	8.4	8.0	5.4	5.3	4.2	3.3	2.9	2.3	2.0	9.3

Toys - 145 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	78	65.8	34.2
3	84	52.7	29.6	17.7
4	88	60.6	17.1	12.5	9.8
5	90	30.2	23.3	21.8	15.3	9.4
6	92	52.4	16.0	10.7	8.5	7.6	4.8
7	94	35.0	29.0	17.3	8.3	4.1	3.5	3.0
8	96	36.7	21.4	13.7	10.0	6.2	5.9	3.7	2.4
9	98	36.0	20.2	15.9	7.8	5.9	5.0	4.2	2.7	2.3	.	.	.
10	99	17.6	12.4	12.4	10.9	9.7	8.9	8.5	7.7	6.6	5.2	.	.
18	99	32.1	20.0	14.7	11.9	7.8	4.2	2.4	1.8	1.5	1.0	0.5	2.0
23	100	20.4	18.2	11.2	6.6	5.9	5.2	5.0	4.9	4.8	2.8	2.4	12.7

Sports and camping equipment - 321 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	75	65.0	35.0
3	83	60.5	26.5	13.0
4	88	54.3	22.4	13.5	9.8
5	89	48.6	21.8	14.9	8.3	6.4
6	92	45.2	20.1	14.7	9.5	6.1	4.4
7	93	41.1	21.4	11.5	9.3	6.7	5.5	4.3
8	94	43.6	18.6	12.3	9.2	7.5	4.1	2.6	2.2
9	95	36.8	14.5	11.2	9.7	7.4	6.5	5.7	4.8	3.5	.	.	.
10	95	35.6	26.3	10.1	6.3	4.8	3.7	3.6	3.5	3.1	3.0	.	.
11	95	30.5	20.4	19.1	7.9	6.5	3.9	3.0	2.6	2.6	1.9	1.7	.
12	96	32.6	23.0	19.7	6.3	5.4	3.1	2.3	1.9	1.5	1.5	1.4	1.3
13	97	32.8	17.5	10.9	9.0	7.1	5.5	4.8	3.8	2.8	2.1	1.4	2.2
15	98	23.2	14.1	12.1	10.7	9.5	7.0	5.3	3.6	3.3	2.7	2.5	5.9
16	98	20.2	15.0	13.1	10.5	8.0	7.2	5.2	3.2	3.2	2.7	2.4	9.2
17	98	31.1	16.4	10.1	9.6	8.0	5.6	4.6	3.1	2.6	2.1	1.6	5.2
18	99	27.3	13.3	13.0	9.0	5.9	4.3	4.2	3.6	3.3	3.0	2.7	10.5
20	99	18.0	17.6	13.3	12.7	7.9	6.7	5.5	3.5	2.5	2.3	2.2	7.6
22	99	28.2	22.7	13.5	10.6	9.7	4.2	2.3	1.3	1.2	1.1	0.7	4.5
23	100	22.0	12.6	9.8	9.3	6.8	6.7	5.0	4.8	4.1	3.6	3.0	12.4
24	100	26.3	21.1	9.1	7.7	7.6	5.5	4.6	4.3	3.1	2.7	2.0	6.0

Vegetables - 798 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	80	69.8	30.2
3	89	59.1	26.4	14.4
4	93	54.5	23.8	13.2	8.4
5	96	51.0	24.2	12.9	7.7	4.2
6	97	53.5	21.5	10.9	7.0	4.3	2.7
7	98	39.0	21.0	20.2	10.7	4.6	2.3	2.1
8	99	38.0	18.7	12.2	10.1	8.1	5.8	4.3	2.8
9	99	47.2	17.1	10.3	7.7	6.4	5.2	2.4	2.1	1.7	.	.	.
10	99	42.2	18.2	12.0	10.3	5.6	3.2	2.7	2.2	1.9	1.6	.	.
11	100	34.5	23.9	13.4	6.3	4.9	4.4	3.4	3.1	2.9	2.2	1.1	.
12	100	32.7	24.6	10.4	8.3	5.7	4.1	4.0	3.1	2.8	2.4	1.1	0.8
13	100	51.2	14.1	9.2	7.7	4.9	3.8	3.0	1.6	1.5	1.1	0.7	1.0

Wine - 1607 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	54	100.0
2	70	65.8	34.2
3	78	56.1	26.8	17.1
4	83	49.0	24.6	15.7	10.7
5	87	43.2	24.0	15.1	10.3	7.4
6	90	43.4	22.0	14.0	9.9	6.2	4.5
7	93	40.4	21.1	13.9	9.3	6.7	4.9	3.6
8	95	43.7	17.8	12.6	8.9	6.3	4.8	3.4	2.6
9	96	37.8	21.2	12.6	8.6	6.7	4.7	3.7	2.7	2.0	.	.	.
10	97	34.9	18.5	12.3	9.5	7.8	5.7	4.3	3.0	2.4	1.6	.	.
11	98	37.2	17.3	12.3	9.8	7.7	4.4	3.6	2.9	1.9	1.6	1.2	.
12	99	28.3	18.7	13.9	10.7	8.4	6.3	4.1	3.3	2.5	1.6	1.2	0.9
13	99	32.6	14.8	10.9	9.0	8.1	6.4	5.6	4.3	2.8	2.4	1.3	1.7
14	99	41.9	14.7	10.4	8.2	6.1	4.7	3.7	3.2	2.1	1.5	1.2	2.4
15	100	27.5	22.7	14.7	7.9	6.5	5.2	3.2	2.7	2.6	2.0	1.8	3.3
16	100	37.6	18.3	11.6	6.7	5.9	5.2	3.8	2.8	1.8	1.7	1.3	3.4
19	100	29.4	17.9	16.9	9.5	9.0	4.2	3.4	2.7	1.2	1.1	0.9	3.9
21	100	30.4	29.1	15.0	7.0	5.5	4.5	1.6	1.4	1.2	1.2	0.7	2.4
23	100	27.9	19.4	14.9	9.5	8.4	4.9	3.0	1.8	1.7	1.5	1.3	5.7
26	100	24.2	21.2	17.2	12.8	6.1	3.8	3.1	2.8	2.0	1.6	1.1	4.3

Wood - 1390 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	69	100.0
2	87	68.7	31.3
3	93	60.5	24.7	14.8
4	95	52.1	23.6	14.7	9.7
5	97	47.3	22.5	14.2	9.8	6.2
6	98	46.2	21.5	12.9	9.4	6.2	3.8
7	99	53.4	20.1	10.7	6.5	4.4	2.9	2.1
8	99	38.9	22.6	13.4	9.9	5.5	4.4	3.2	2.2
9	100	47.1	15.6	9.9	8.6	5.8	4.4	3.6	2.7	2.3	.	.	.
10	100	38.8	20.7	15.9	8.5	5.8	4.7	2.3	1.9	0.8	0.7	.	.
11	100	60.2	10.7	9.1	6.3	2.8	2.6	2.4	2.2	1.3	1.2	1.1	.
13	100	29.7	16.3	15.5	15.1	5.3	4.7	4.6	3.3	3.1	1.1	0.7	0.5
19	100	28.1	17.5	13.2	10.1	4.2	3.9	3.9	3.3	3.1	2.5	2.3	7.9

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Furniture - 560 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	68	100.0
2	83	67.4	32.6
3	89	58.2	25.6	16.1
4	93	50.3	25.1	16.6	8.0
5	96	45.7	23.9	14.6	9.7	6.1
6	98	50.1	23.0	12.0	7.5	4.4	3.0
7	98	32.1	26.1	16.6	14.9	7.0	2.2	1.0
8	99	35.5	16.0	14.1	9.9	9.4	6.8	4.5	3.8
9	99	38.0	21.2	15.3	8.6	6.5	3.9	2.9	2.1	1.5	.	.	.
10	99	36.7	18.9	12.5	10.6	6.9	6.4	2.5	1.9	1.9	1.9	.	.
12	100	45.9	16.1	11.3	6.9	6.2	5.8	2.3	1.6	1.5	0.9	0.8	0.6
13	100	37.8	18.3	14.5	7.6	5.6	5.1	3.7	2.2	2.0	0.9	0.8	1.4
14	100	18.3	16.1	15.8	11.2	11.0	9.6	7.0	2.8	2.3	1.9	1.7	2.2

Fish - 556 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	67	100.0
2	86	71.6	28.4
3	92	60.0	26.6	13.4
4	96	55.4	25.3	11.8	7.5
5	98	39.6	27.4	15.3	12.1	5.5
6	99	47.7	23.2	11.7	8.4	5.6	3.3
7	100	34.0	25.0	13.8	9.2	7.5	5.8	4.6
8	100	18.6	18.3	18.2	14.5	12.9	8.3	6.1	3.1

Iron and steel - 594 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	74	73.1	26.9
3	80	57.3	26.5	16.1
4	84	55.3	23.8	13.5	7.5
5	87	58.7	20.6	10.6	6.4	3.7
6	89	47.4	22.5	14.1	8.4	5.1	2.6
7	91	46.7	19.4	11.7	8.7	6.4	4.0	3.1
8	92	42.1	21.1	14.2	9.6	6.2	2.8	2.3	1.7
9	93	39.8	19.0	11.5	9.6	7.6	5.8	3.1	2.0	1.6	.	.	.
10	94	37.9	22.2	13.0	8.7	5.9	4.5	3.5	1.7	1.5	1.1	.	.
11	95	36.4	21.2	13.5	6.9	5.8	5.0	3.5	3.1	1.9	1.5	1.1	.
12	96	33.5	21.3	13.9	10.4	7.4	4.8	2.3	1.6	1.5	1.2	1.0	0.9
13	96	34.0	18.2	13.3	7.7	7.1	6.5	4.4	2.6	1.7	1.3	1.3	2.0
14	97	43.6	16.6	9.4	7.5	6.6	4.6	3.1	2.4	1.9	1.3	0.9	2.1
15	97	33.7	17.4	12.8	9.6	7.7	5.9	4.4	3.3	2.0	1.4	0.6	1.2
16	98	32.1	17.7	11.3	8.2	7.4	4.9	4.4	3.5	3.0	2.2	1.6	3.6
18	98	17.7	16.4	16.0	15.1	9.2	6.1	5.8	3.1	2.4	2.1	1.3	4.7
19	99	29.0	21.2	12.9	8.4	5.8	4.9	3.7	2.9	2.5	2.1	1.6	5.1
20	99	33.3	15.7	11.8	7.4	6.6	4.9	4.4	3.8	3.2	2.4	1.8	4.7
21	100	26.3	21.6	12.5	8.9	7.5	4.7	4.1	3.0	2.4	2.1	1.8	5.1
24	100	19.0	16.1	15.5	12.1	6.4	3.5	3.4	3.3	3.2	3.1	2.9	11.4
29	100	27.1	23.1	16.5	5.6	5.6	5.6	4.3	3.0	1.4	1.4	1.1	5.2

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Non-ferrous metals - 475 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1-	60	100.0
2	74	70.6	29.4
3	81	63.4	22.4	14.2
4	85	47.3	28.0	15.2	9.5
5	89	46.4	23.8	14.4	9.5	5.9
6	91	45.1	23.7	13.1	8.7	5.7	3.7
7	92	40.4	23.8	13.9	8.7	5.8	4.3	3.1
8	93	49.8	23.6	8.8	6.5	5.0	3.2	2.4	0.8
9	94	37.5	22.3	13.4	9.1	6.1	5.0	2.8	2.3	1.6	.	.	.
10	96	35.2	20.6	13.2	10.1	7.2	5.2	3.5	2.6	1.5	1.0	.	.
11	97	41.4	17.7	12.7	9.1	6.5	5.2	3.0	2.1	1.2	0.7	0.4	.
12	98	39.9	19.8	10.8	7.1	6.6	5.4	2.7	2.2	1.7	1.3	1.2	1.2
13	98	33.9	14.5	12.0	11.6	8.8	5.1	2.8	2.7	2.3	1.9	1.9	2.7
14	99	42.5	20.1	9.7	7.6	4.4	3.8	3.5	2.5	1.9	1.3	1.0	1.7
16	99	26.1	14.1	9.6	8.3	6.6	6.4	5.8	5.6	5.0	4.5	1.9	5.9
17	99	35.2	15.7	14.0	11.5	5.4	4.2	3.0	2.1	2.0	1.6	1.6	3.7
19	99	39.1	22.7	9.3	7.0	6.5	5.4	2.7	1.8	1.1	1.0	0.9	2.6
21	100	30.1	20.7	14.4	10.4	5.1	4.3	3.5	2.1	1.9	1.6	1.4	4.4
22	100	22.7	20.0	16.7	10.0	7.7	5.8	4.3	2.8	2.4	2.3	1.3	4.0
25	100	24.3	17.0	10.3	9.2	8.9	6.5	6.2	5.7	2.2	1.8	1.6	6.2

Glass and ceramics - 613 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	73	69.5	30.5
3	79	54.9	29.1	15.9
4	84	48.1	24.4	16.7	10.8
5	87	50.9	22.2	13.3	8.4	5.3
6	89	38.0	23.0	16.0	10.4	7.2	5.5
7	91	42.8	19.7	13.3	9.3	6.6	4.9	3.3
8	93	32.5	22.0	15.5	10.6	6.7	5.3	4.3	3.1
9	94	45.4	17.3	10.7	9.1	5.6	4.8	3.0	2.2	1.9	.	.	.
10	96	33.7	20.0	13.1	9.2	7.0	5.4	4.1	3.1	2.4	2.0	.	.
11	96	33.6	19.5	12.6	9.1	7.4	5.1	3.9	3.1	2.8	1.6	1.3	.
12	97	30.8	22.2	13.0	8.8	6.2	4.8	3.5	3.0	2.8	1.9	1.7	1.4
13	98	39.3	23.3	13.5	5.6	3.6	3.0	2.5	2.1	1.8	1.8	1.5	2.1
14	98	24.4	15.7	14.5	8.9	6.1	5.6	5.1	4.8	4.7	4.1	2.1	4.1
15	98	30.2	19.4	14.3	9.0	5.7	4.4	3.2	2.7	2.4	2.3	1.7	4.7
16	98	31.2	19.6	11.6	10.9	8.7	4.6	3.6	2.6	1.9	1.6	1.2	2.5
17	99	52.5	15.0	9.2	5.1	3.7	3.1	2.5	1.9	1.4	1.2	1.0	3.5
18	99	29.1	18.4	13.9	11.3	8.5	5.3	4.9	1.9	1.5	1.3	0.8	2.9
19	99	26.5	13.6	12.3	10.8	9.6	5.8	3.7	2.5	2.3	2.1	1.7	9.4
23	99	20.3	18.7	12.8	12.6	7.7	5.7	4.3	4.1	2.4	1.8	1.7	8.0
24	100	26.2	18.3	13.2	8.4	7.6	4.9	3.7	2.6	2.4	2.3	2.1	8.3
25	100	32.0	7.8	7.0	6.7	6.6	6.3	5.7	5.3	3.4	3.1	2.9	13.3
28	100	26.3	13.2	9.1	6.6	5.5	5.1	4.9	4.1	3.8	3.5	2.6	15.1
30	100	17.7	16.7	10.2	8.1	7.2	5.4	5.2	4.4	4.1	2.8	2.7	15.4

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Base chemicals - 1119 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	49	100.0
2	63	70.2	29.8
3	70	61.3	23.9	14.8
4	76	52.0	23.5	14.6	9.9
5	80	43.3	24.7	14.9	10.0	7.1
6	83	43.8	22.0	13.3	9.7	6.9	4.4
7	85	42.8	22.1	14.1	8.8	6.0	3.6	2.6
8	87	40.5	20.2	13.6	9.4	6.1	4.6	3.2	2.4
9	89	44.1	18.5	11.6	7.9	5.7	4.6	3.6	2.4	1.6	.	.	.
10	91	33.3	21.9	14.7	10.0	6.4	4.5	3.4	2.4	1.9	1.3	.	.
11	92	31.1	21.8	14.7	9.1	7.6	4.8	4.0	2.8	2.0	1.3	0.9	.
12	93	40.5	17.9	12.8	7.9	5.9	4.5	3.3	2.2	1.8	1.4	1.0	0.7
13	94	33.9	18.1	12.8	9.4	7.2	5.9	4.0	2.7	1.9	1.6	1.3	1.4
14	95	32.2	19.2	13.8	9.4	6.7	5.0	3.5	2.7	2.2	1.8	1.3	2.4
15	96	28.4	15.3	14.8	11.3	10.4	6.3	4.4	2.2	1.6	1.4	1.2	2.8
16	96	28.2	17.6	14.4	9.1	6.5	5.9	4.5	3.1	2.7	2.3	1.7	3.9
17	96	24.4	19.2	11.9	8.2	6.5	6.2	6.1	3.5	2.7	2.3	2.2	6.8
18	97	24.5	18.9	13.3	10.1	7.8	5.1	3.9	3.1	2.6	2.3	2.2	6.2
19	97	21.2	16.0	12.4	10.2	9.2	7.0	5.4	4.5	3.8	2.4	2.0	5.8
20	98	29.7	19.0	14.3	9.3	6.8	5.0	3.6	2.5	2.1	1.6	1.2	4.9
21	98	27.6	16.9	11.4	8.2	6.9	5.2	4.1	3.6	2.9	2.7	2.1	8.5
22	98	24.5	20.7	13.5	7.5	6.2	5.6	4.8	3.0	2.3	2.0	1.7	8.3
23	99	21.2	17.7	13.2	10.5	8.4	6.5	4.4	3.5	2.9	2.1	1.8	7.9
24	99	23.6	15.7	12.5	9.2	6.1	5.3	4.3	3.9	3.5	2.8	2.2	10.8
25	99	24.2	18.0	13.0	11.1	6.6	5.8	5.5	2.8	2.2	2.0	1.8	7.0
26	99	27.8	16.5	12.1	9.8	7.6	5.3	4.5	3.5	3.0	1.9	1.7	6.2
28	100	23.1	16.1	12.3	9.3	8.2	6.7	5.0	3.4	3.0	2.0	1.7	9.3
29	100	32.6	15.3	9.5	6.9	6.3	5.2	4.5	3.5	3.2	2.1	1.5	9.3
30	100	29.1	10.3	8.9	8.9	8.4	8.4	8.2	6.9	3.6	0.7	0.7	5.7

Perfume - 409 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	45	100.0
2	61	69.4	30.6
3	69	58.0	26.1	16.0
4	77	50.3	25.0	14.1	10.7
5	79	47.4	23.4	13.5	8.7	7.0
6	80	34.6	26.6	16.5	11.4	5.6	5.3
7	83	38.0	22.5	14.9	9.2	6.1	5.2	4.1
8	86	38.4	18.7	11.8	9.3	7.2	5.8	4.9	3.8
9	87	42.7	22.7	9.3	6.2	5.8	4.5	4.0	2.9	2.0	.	.	.
10	88	34.8	17.5	10.7	8.3	7.5	6.0	5.2	4.4	3.0	2.6	.	.
11	89	23.6	20.8	14.7	10.3	7.5	6.5	5.0	3.8	3.4	2.5	2.1	.
12	90	38.8	14.9	9.5	7.9	6.2	4.8	4.8	3.4	3.1	2.9	1.9	1.8
13	91	28.8	17.9	11.7	8.9	7.7	5.9	4.6	3.8	3.0	2.7	2.1	2.9
14	91	17.0	14.3	11.0	8.9	7.9	6.9	6.5	6.4	4.2	3.9	3.5	9.5
15	92	36.2	15.0	11.0	7.8	5.8	4.5	4.2	3.4	2.6	2.2	2.0	5.3
16	94	33.8	13.3	10.1	8.2	6.9	5.0	4.0	3.4	3.1	2.9	2.2	7.2
17	95	20.3	14.7	13.7	10.9	8.6	5.8	4.9	3.7	3.3	2.8	2.6	8.8
18	96	25.7	18.1	12.0	9.6	6.7	5.7	5.1	3.7	3.0	2.4	1.9	5.9
19	96	25.1	15.2	12.6	9.3	6.0	5.5	5.3	4.1	2.9	2.8	2.4	9.0
20	97	41.0	10.7	7.5	6.2	4.8	4.3	4.1	3.6	2.6	2.4	2.4	10.4
21	97	24.9	12.7	9.6	7.5	6.3	5.7	4.4	4.2	3.8	3.0	2.9	14.8
23	98	28.9	14.7	11.0	9.7	5.7	4.3	3.6	3.3	2.7	2.5	2.1	11.6
24	98	18.3	14.1	12.0	9.8	8.3	6.2	5.3	4.0	3.6	3.5	2.4	12.7
26	99	13.1	12.3	10.8	8.8	8.4	8.1	6.9	5.5	3.7	3.5	2.9	15.9
28	99	22.0	20.5	14.5	9.9	7.0	4.6	4.1	3.1	2.4	1.9	1.9	8.1
29	100	23.3	21.8	9.0	7.9	4.1	3.9	3.5	3.3	3.1	2.5	2.3	15.4
31	100	22.0	17.5	12.2	8.0	4.4	4.0	3.9	3.7	3.5	3.0	2.6	15.2
32	100	14.9	11.8	11.6	11.2	10.6	5.9	5.8	4.3	3.6	3.2	2.5	14.5

Pharmaceutical products - 334 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	47	100.0
2	61	70.0	30.0
3	68	62.6	23.1	14.3
4	75	54.5	23.0	13.9	8.7
5	80	56.6	22.6	10.4	5.9	4.5
6	84	50.1	19.6	12.6	8.6	5.1	3.9
7	87	50.0	17.1	10.5	8.5	5.8	5.0	3.2
8	91	46.0	19.0	12.2	8.1	5.5	3.8	3.2	2.3
9	92	34.6	19.5	15.3	12.8	6.5	4.4	2.7	2.4	1.8	.	.	.
10	93	28.9	19.0	13.9	10.9	6.9	5.6	4.8	4.3	3.2	2.4	.	.
11	95	41.6	19.6	15.2	6.7	4.8	4.0	3.0	1.9	1.5	1.0	0.8	.
12	95	33.7	16.8	13.1	8.7	5.9	5.2	4.5	3.4	3.0	2.9	1.7	1.1
13	97	39.2	17.2	11.0	8.5	5.9	4.7	3.8	3.3	2.4	1.7	1.0	1.4
14	97	24.0	16.3	14.6	8.9	6.8	6.6	4.9	4.5	3.5	2.8	2.6	4.5
15	98	35.2	22.9	14.4	6.3	5.6	4.2	3.1	2.2	1.8	1.2	0.9	2.1
16	99	20.5	13.2	12.8	8.5	7.8	7.4	5.4	4.6	4.4	3.2	2.8	9.3
17	99	29.9	17.1	16.0	13.8	5.2	4.7	3.0	2.0	1.5	1.4	1.3	4.1
18	99	55.8	19.9	9.5	4.1	2.9	2.8	2.1	1.0	0.5	0.4	0.2	0.8
21	100	29.3	13.8	10.5	8.8	8.1	5.8	4.9	4.0	3.3	2.4	2.0	7.0

Metal products - 2323 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	78	68.0	32.0
3	86	60.3	25.1	14.6
4	90	53.0	23.5	14.2	9.3
5	93	46.2	24.0	14.0	9.1	6.7
6	95	43.9	20.7	14.3	9.8	6.7	4.6
7	96	42.2	20.9	13.4	8.8	6.7	4.8	3.2
8	97	38.3	21.4	12.9	9.3	6.6	4.9	3.8	2.9
9	98	39.9	18.8	12.6	9.4	6.8	5.0	3.4	2.5	1.5	.	.	.
10	98	34.9	18.7	12.0	9.6	7.4	5.1	4.0	3.3	2.7	2.1	.	.
11	99	38.1	18.8	12.8	7.8	5.8	4.9	3.3	2.9	2.2	1.8	1.4	.
12	99	35.7	17.7	10.9	8.6	7.8	6.1	3.8	2.9	2.1	1.8	1.5	1.1
13	99	32.7	21.9	12.1	7.8	5.9	4.1	3.7	3.0	2.7	2.4	1.6	2.1
14	100	30.6	17.7	12.6	8.8	6.2	5.4	4.2	3.1	2.6	2.3	2.0	4.5
15	100	25.8	20.5	13.9	8.7	6.4	6.0	4.8	3.6	3.1	2.3	1.5	3.4
16	100	21.7	20.1	15.7	14.5	7.1	5.9	2.9	2.6	1.9	1.7	1.6	4.4
17	100	26.9	14.9	12.2	9.5	6.0	5.6	5.3	4.2	3.7	3.3	2.3	6.2
18	100	40.7	19.3	18.6	5.6	4.5	2.4	2.0	2.0	1.3	1.0	0.6	1.9
19	100	24.3	21.8	12.4	7.4	6.6	6.3	4.9	3.0	2.6	2.2	1.7	6.8
22	100	31.2	14.4	8.3	7.6	7.2	6.2	6.0	5.0	2.7	2.2	1.9	7.2

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Agricultural machines - 327 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	62	100.0
2	76	66.3	33.7
3	82	57.1	24.9	18.0
4	86	50.0	26.5	14.2	9.4
5	89	37.3	23.0	18.0	13.8	7.9
6	89	33.2	26.0	17.2	10.6	7.7	5.4
7	91	40.8	15.2	12.9	10.9	8.2	7.0	5.0
8	93	30.5	20.3	14.7	11.1	7.9	5.8	5.1	4.6
9	94	31.9	18.0	13.6	10.5	8.8	7.3	4.2	3.3	2.4	.	.	.
10	95	28.2	21.7	14.8	9.8	8.0	5.3	4.0	3.4	2.7	2.1	.	.
11	97	29.3	19.2	14.6	10.1	8.6	5.9	3.8	3.0	2.3	1.8	1.4	.
12	97	26.8	18.7	12.4	12.3	5.2	5.2	4.9	4.7	3.1	3.0	1.9	1.8
13	98	18.1	14.9	13.4	12.3	9.4	7.5	6.4	4.4	4.0	3.4	2.6	3.6
15	98	25.5	24.7	13.9	9.3	7.8	4.8	3.9	2.6	2.4	1.6	1.5	2.1
16	98	19.0	14.9	14.8	10.4	7.7	5.6	5.2	4.1	3.5	3.4	3.4	8.0
19	99	23.3	20.7	16.3	6.9	5.7	5.5	4.8	3.4	2.1	2.0	1.4	7.9
21	99	18.3	16.0	10.1	7.9	7.8	6.0	5.7	5.6	5.5	3.1	3.0	10.9
22	100	28.4	18.8	9.4	7.9	5.1	4.3	3.4	3.2	3.1	3.0	2.1	11.2
23	100	20.5	15.0	8.8	7.1	6.6	6.0	3.5	3.5	3.2	3.2	2.9	19.6

Machinery, general and specialised - 3678 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	61	100.0
2	76	67.6	32.4
3	83	56.7	26.6	16.7
4	87	50.6	24.9	15.0	9.5
5	90	45.6	23.9	14.0	9.9	6.6
6	92	44.7	21.5	13.3	9.2	6.6	4.7
7	94	41.6	20.0	13.0	9.7	6.9	5.1	3.7
8	95	37.0	20.2	13.2	9.7	7.3	5.7	4.1	2.8
9	96	40.9	19.2	12.6	8.4	6.3	4.6	3.6	2.6	1.8	.	.	.
10	97	34.0	19.6	13.8	9.3	6.6	5.3	4.2	3.1	2.3	1.7	.	.
11	97	36.9	19.4	12.1	8.0	6.4	4.8	3.7	3.0	2.4	1.9	1.5	.
12	98	28.7	19.3	13.1	9.9	7.2	5.3	4.5	3.6	2.9	2.3	1.7	1.5
13	98	32.4	17.4	11.9	10.2	7.4	5.9	3.8	2.8	2.5	2.0	1.6	2.2
14	99	34.0	18.5	11.8	7.9	5.8	5.0	4.3	3.6	2.4	2.0	1.6	3.1
15	99	30.4	18.7	13.3	9.4	7.0	4.9	3.8	3.0	2.5	1.9	1.6	3.6
16	99	24.5	18.6	11.5	8.0	7.5	5.7	4.7	4.1	3.4	2.8	2.4	6.8
17	99	30.2	20.7	11.8	8.3	6.6	5.1	4.1	3.0	2.3	1.9	1.6	4.4
18	99	26.8	17.3	10.7	8.6	6.9	5.7	5.1	3.9	3.1	2.9	2.3	6.6
19	100	26.3	15.7	11.9	9.3	7.7	6.6	4.7	3.3	2.7	2.4	2.0	7.3
20	100	29.5	13.5	12.2	9.9	6.9	5.4	3.1	3.0	2.7	2.3	2.1	9.5
21	100	18.8	15.1	11.0	10.6	7.2	6.5	4.9	4.4	3.9	2.6	2.5	12.7
22	100	30.8	14.9	11.7	10.4	6.8	5.5	3.9	3.0	2.5	2.2	1.7	6.5
23	100	38.7	16.1	9.4	5.3	4.7	4.3	4.2	3.9	3.3	2.4	2.2	5.6
24	100	22.5	20.1	17.8	10.3	5.9	4.0	3.6	2.4	2.1	1.8	1.8	7.8
25	100	42.8	10.1	7.8	6.5	6.0	4.4	3.9	3.5	3.3	1.8	1.6	8.3

Office machines and data processing equipment - 826 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	64	100.0
2	78	69.0	31.0
3	85	55.7	28.2	16.0
4	88	53.1	24.4	13.9	8.6
5	91	45.9	23.3	14.9	9.4	6.5
6	93	46.9	18.4	12.5	9.8	7.2	5.2
7	95	41.5	19.7	12.4	9.4	7.0	5.8	4.2
8	96	49.0	20.0	10.7	6.5	5.0	4.0	2.6	2.1
9	97	50.0	17.8	12.1	6.4	4.6	3.7	2.3	1.7	1.4	.	.	.
10	97	33.0	22.1	14.3	10.2	6.2	4.8	3.7	2.4	1.8	1.4	.	.
11	98	31.2	20.9	15.1	9.0	7.2	5.1	3.8	2.6	2.1	1.9	1.1	.
12	98	36.1	15.0	11.1	9.2	6.9	6.1	5.2	3.3	2.5	1.7	1.6	1.4
13	99	39.4	16.5	9.6	7.6	6.6	4.5	4.4	3.9	2.3	1.9	1.7	1.7
14	99	22.3	19.9	11.1	10.0	8.8	8.3	4.2	4.2	3.3	2.1	1.8	4.2
15	99	33.7	12.5	11.0	8.5	6.7	6.2	5.9	4.1	2.9	2.2	2.0	4.2
16	99	25.0	19.1	17.5	12.6	8.6	3.5	3.2	2.4	2.0	1.9	1.1	3.1
17	99	61.6	13.4	4.2	4.1	2.8	2.5	2.3	2.1	1.5	1.4	1.2	2.7
20	100	23.0	16.1	11.6	9.6	8.2	7.4	7.0	4.0	2.4	2.2	2.1	6.5
21	100	20.1	17.0	12.8	10.6	9.3	7.6	4.5	3.8	2.5	2.0	1.9	7.7
22	100	22.2	15.8	9.0	7.8	6.1	5.5	5.3	4.1	3.7	2.9	2.7	15.0
23	100	27.2	19.8	14.0	7.7	6.6	5.3	4.5	3.2	3.0	2.7	1.3	4.7

Electrical components - 1108 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	74	69.0	31.0
3	80	54.0	28.3	17.7
4	84	48.8	24.4	15.8	11.0
5	86	45.7	23.0	14.9	9.6	6.8
6	89	42.2	24.1	14.0	9.6	6.0	4.1
7	90	38.6	21.6	14.7	9.5	6.8	5.0	3.8
8	92	38.3	20.2	14.9	10.2	6.4	4.2	3.2	2.6
9	93	35.9	20.3	12.9	9.7	6.5	4.8	4.1	3.5	2.4	.	.	.
10	94	38.0	20.5	13.3	8.2	6.0	4.8	3.6	2.3	1.9	1.5	.	.
11	95	38.2	16.3	10.6	8.6	7.4	6.1	4.2	3.7	2.2	1.5	1.2	.
12	97	32.5	18.5	12.9	9.2	6.9	5.2	3.9	3.2	2.8	2.0	1.6	1.3
13	98	29.6	19.0	14.2	10.3	6.8	5.1	4.0	3.2	2.4	2.0	1.4	1.9
14	98	25.5	18.3	12.8	9.3	8.5	6.3	4.9	3.8	2.8	2.4	2.0	3.4
15	99	24.7	20.8	11.6	9.0	7.6	6.7	5.3	3.6	3.1	2.4	1.6	3.6
16	99	29.7	18.3	14.3	11.3	5.5	4.6	3.2	2.6	2.4	2.0	1.6	4.5
17	99	26.4	16.2	12.5	10.2	7.6	6.6	4.9	3.8	2.8	2.0	1.9	5.3
18	99	30.9	18.7	15.3	12.6	5.3	5.0	3.1	2.2	2.0	1.1	0.8	3.0
19	100	25.1	22.7	12.7	9.5	7.8	6.3	4.3	3.7	2.0	1.6	1.4	2.9
22	100	17.5	15.2	12.3	10.2	9.9	5.4	5.4	3.8	3.2	2.7	2.3	12.0
24	100	16.0	14.1	12.0	10.6	8.6	8.0	6.8	5.8	3.8	2.7	2.2	9.3
25	100	21.0	20.2	15.1	10.1	5.4	5.0	4.6	3.7	3.6	1.4	1.3	8.5
27	100	18.4	15.8	9.9	8.8	7.3	6.2	4.7	4.2	4.1	3.6	2.4	14.6
28	100	17.5	15.6	13.8	10.4	8.3	5.9	4.8	4.1	3.9	2.3	2.2	11.2

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Electronic components - 1037 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	74	68.3	31.7
3	81	59.1	26.5	14.4
4	86	51.0	24.5	15.1	9.4
5	88	52.2	22.2	11.7	8.2	5.8
6	91	49.6	20.4	12.6	8.5	5.3	3.6
7	93	43.7	21.2	12.4	8.6	6.6	4.3	3.1
8	93	42.7	21.8	9.2	7.5	6.2	4.8	4.2	3.6
9	94	35.8	20.3	14.4	10.2	6.5	4.7	3.3	2.7	2.1	.	.	.
10	95	39.6	17.6	11.8	9.6	6.0	5.0	3.6	2.9	2.1	1.7	.	.
11	95	41.9	15.2	12.7	7.5	6.2	5.3	4.0	3.2	2.0	1.2	1.0	.
12	96	27.5	18.2	15.3	12.1	7.8	5.9	4.3	3.1	2.3	1.7	1.0	0.8
13	97	34.7	20.0	14.7	9.0	6.2	4.3	3.3	2.5	1.7	1.4	1.2	1.2
14	97	36.1	18.6	11.5	8.1	5.8	4.2	3.5	2.9	2.6	2.0	1.5	3.1
15	98	38.2	19.0	10.5	7.4	5.7	5.1	4.3	2.8	1.9	1.4	1.3	2.6
16	98	28.5	21.0	15.6	9.2	6.2	4.9	3.5	3.2	1.9	1.5	1.1	3.4
17	99	32.0	16.4	10.5	8.0	6.5	5.4	3.8	3.2	2.9	2.4	1.9	6.9
18	99	26.2	18.9	17.6	14.1	4.7	4.3	3.3	3.1	2.3	1.2	1.2	3.1
19	99	24.8	20.6	12.4	10.9	6.8	4.6	3.9	3.6	3.1	2.5	2.1	4.9
20	100	26.0	15.7	12.2	9.0	6.7	5.9	4.6	4.0	3.3	2.7	1.9	7.9
21	100	18.8	16.7	15.9	15.5	5.7	5.3	5.3	5.0	1.8	1.6	1.3	7.2
22	100	33.8	16.6	12.3	9.7	7.6	5.6	2.3	2.2	1.8	1.6	1.1	5.4
24	100	44.8	31.0	3.7	3.0	2.7	1.8	1.8	1.6	1.5	1.4	1.3	5.4

Consumer electronics - 86 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	65	100.0
2	80	69.0	31.0
3	85	59.7	23.7	16.7
5	92	48.8	24.1	14.2	7.5	5.3
7	93	29.6	26.5	19.3	9.4	8.7	4.0	2.4
8	94	58.5	15.4	9.6	5.6	4.2	3.0	2.1	1.6
14	95	58.5	7.8	7.5	7.3	4.8	2.9	2.7	1.8	1.4	1.4	1.3	2.5
15	97	37.9	30.3	7.4	4.9	4.6	2.9	2.8	2.2	1.7	1.7	1.7	2.0
16	98	67.9	8.7	5.2	3.8	3.4	2.2	2.2	1.3	1.2	1.1	1.0	2.0
17	100	35.0	21.5	12.0	8.3	5.0	4.1	2.6	2.3	1.9	1.8	1.4	4.1

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Household equipment - 264 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	58	100.0
2	72	66.3	33.7
3	79	58.3	25.7	16.0
4	83	49.8	26.9	13.3	9.9
5	85	55.1	21.4	13.6	6.4	3.4
6	88	37.1	23.3	16.1	11.3	7.8	4.4
7	90	47.1	21.5	12.4	7.2	5.5	4.0	2.3
8	91	49.7	16.1	11.3	8.8	5.6	3.3	2.7	2.4
9	92	42.8	15.0	12.1	9.4	7.3	6.0	3.2	2.4	1.7	.	.	.
10	94	36.8	27.9	13.8	7.4	4.4	3.5	2.9	1.4	1.1	0.9	.	.
11	94	39.7	19.6	14.2	7.2	5.6	3.5	3.1	2.9	1.6	1.4	1.3	.
12	95	41.6	22.9	10.9	6.2	3.9	3.1	2.6	2.4	2.2	1.6	1.5	1.3
13	96	40.4	16.3	10.0	7.9	7.0	4.3	3.0	2.9	2.0	1.9	1.6	2.8
14	97	31.2	19.4	16.5	8.1	4.9	3.4	3.3	3.1	2.6	2.3	1.7	3.5
15	98	17.2	15.5	12.4	8.1	7.4	6.4	5.7	4.8	4.7	4.4	4.2	9.1
17	98	26.4	20.4	12.0	11.1	8.0	5.0	3.7	3.1	2.0	1.5	1.5	5.2
22	99	26.6	21.8	16.7	7.4	5.0	4.5	3.6	2.9	2.4	1.7	1.7	5.7
23	99	23.3	15.2	13.0	10.3	8.8	7.6	4.3	3.5	2.4	2.2	1.9	7.5
24	100	21.4	16.8	13.5	10.9	9.2	6.8	3.0	2.9	2.1	1.9	1.8	9.8
25	100	33.7	11.9	11.2	7.4	7.3	4.7	4.4	3.6	3.0	2.2	1.9	8.9

Motor cars and pieces - 1219 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	62	100.0
2	79	69.7	30.3
3	86	59.0	27.7	13.4
4	90	59.8	23.5	11.4	5.4
5	92	55.5	19.9	11.7	7.8	5.2
6	94	46.0	23.6	14.1	8.2	5.0	3.1
7	95	45.2	19.8	12.5	8.5	6.5	4.7	2.8
8	96	37.7	17.5	14.5	11.6	7.0	5.7	3.7	2.3
9	97	39.6	18.5	12.6	8.0	7.0	5.7	3.9	2.7	2.0	.	.	.
10	97	33.9	22.7	14.8	11.0	7.1	2.9	2.5	2.1	1.7	1.4	.	.
11	98	37.2	19.2	13.0	9.9	7.0	4.8	3.5	2.1	1.6	1.1	0.6	.
12	98	41.1	15.2	12.9	8.7	6.7	4.4	3.4	2.3	1.8	1.5	1.1	0.9
13	99	29.7	25.6	11.2	8.6	5.3	4.3	3.5	2.6	2.3	2.1	1.8	2.9
14	99	42.7	22.7	10.2	5.8	4.4	3.2	2.8	2.5	1.4	1.3	1.0	2.0
15	99	22.2	17.0	14.3	10.4	8.6	7.8	6.2	4.7	2.5	1.9	1.2	3.2
17	99	33.6	13.2	12.9	11.6	9.3	6.0	5.0	4.0	2.2	1.3	0.3	0.6
18	100	22.5	11.4	10.2	9.3	8.5	6.4	5.9	5.7	3.6	3.5	3.3	9.7
19	100	17.4	14.2	13.3	10.2	7.2	7.0	5.4	5.4	3.8	3.4	3.2	9.5
20	100	45.0	9.4	9.1	8.1	7.9	5.8	3.7	2.6	1.8	1.4	1.0	4.3
28	100	18.4	16.7	16.0	14.0	9.6	7.3	3.5	2.6	2.0	1.9	1.7	6.3
32	100	22.8	17.2	14.1	13.7	7.7	5.1	4.8	3.8	3.0	2.1	1.1	4.5
33	100	22.6	17.2	14.7	13.7	7.7	6.8	4.3	2.2	1.7	1.6	1.4	6.2

Textiles - 1744 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	50	100.0
2	67	70.5	29.5
3	75	58.5	26.4	15.1
4	81	51.9	24.2	14.6	9.2
5	86	46.1	23.8	14.8	9.1	6.2
6	89	49.1	21.2	12.0	7.8	5.6	4.3
7	91	42.9	21.8	13.4	8.7	6.0	4.3	2.9
8	93	36.1	23.3	13.8	10.0	6.5	4.5	3.3	2.5
9	94	41.3	19.6	12.6	8.6	6.2	4.3	3.2	2.4	1.8	.	.	.
10	95	38.9	19.5	13.5	9.2	5.9	4.1	3.4	2.4	1.7	1.3	.	.
11	96	34.4	20.5	13.2	9.3	6.7	4.3	3.8	2.9	2.4	1.4	1.2	.
12	97	34.7	18.8	10.4	8.2	6.8	5.2	4.4	3.5	2.6	2.3	1.8	1.4
13	98	39.5	17.0	11.6	7.2	5.6	4.7	3.6	3.0	2.3	1.7	1.6	2.2
14	99	37.8	18.0	12.9	7.5	5.5	3.8	3.3	2.8	2.3	1.9	1.4	2.9
15	99	24.5	11.6	11.3	10.0	8.3	6.4	5.6	4.9	4.7	3.4	3.1	6.3
16	99	28.6	17.9	12.4	8.5	6.7	5.2	4.3	3.4	3.2	2.3	1.8	5.9
17	99	33.2	19.0	10.6	8.7	6.8	5.0	3.4	3.0	2.3	1.9	1.6	4.6
18	99	44.2	14.8	9.2	6.3	5.6	4.8	3.1	2.5	1.9	1.5	1.2	5.0
19	100	19.3	16.4	10.9	10.6	8.3	6.7	5.1	4.2	3.7	3.4	2.7	8.9
20	100	29.6	15.3	15.3	12.5	6.6	5.0	3.6	2.7	2.1	1.5	1.4	4.3
21	100	20.3	18.8	14.2	10.9	8.8	7.2	5.3	3.1	1.9	1.9	1.7	5.9
22	100	21.8	13.1	11.0	9.2	8.6	6.7	5.2	4.2	4.1	3.8	2.5	9.6
24	100	20.5	12.1	10.8	9.3	9.0	4.2	4.0	4.0	3.8	3.6	3.5	15.3

Leather and furs - 690 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	64	100.0
2	80	70.7	29.3
3	90	56.6	26.7	16.7
4	93	51.7	23.8	15.4	9.1
5	95	52.6	18.6	12.9	9.9	6.0
6	96	56.8	18.1	9.9	6.6	5.5	3.2
7	97	47.2	19.7	13.6	8.3	5.2	3.5	2.4
8	98	37.9	18.0	14.2	11.3	5.6	5.0	4.4	3.6
9	99	49.2	16.9	13.5	6.9	4.6	3.7	2.1	1.7	1.4	.	.	.
12	99	41.3	21.0	13.3	7.2	4.7	3.5	2.5	2.1	1.7	1.2	0.9	0.7
13	100	30.5	22.2	10.3	5.3	4.5	4.4	4.4	4.0	3.4	3.0	2.8	5.1
14	100	45.0	21.9	17.9	3.8	3.5	2.8	2.4	0.7	0.6	0.5	0.5	0.4
15	100	28.1	18.8	11.6	9.1	9.0	6.4	4.5	4.2	3.1	2.0	1.0	2.2
16	100	32.3	26.4	10.9	8.6	5.5	4.2	3.4	2.9	1.0	0.9	0.9	2.8

Shoes - 288 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	54	100.0
2	68	66.4	33.6
3	77	54.2	28.3	17.5
4	82	48.5	23.9	15.3	12.3
5	86	47.4	23.7	13.3	9.2	6.4
6	90	47.2	22.7	12.3	7.9	6.4	3.6
7	91	41.0	28.9	9.0	6.8	6.0	4.7	3.7
8	92	30.8	27.1	17.3	8.0	4.9	4.5	3.8	3.4
9	94	38.5	19.8	9.8	8.9	6.5	5.3	4.2	3.8	3.2	.	.	.
10	96	40.3	18.1	10.3	6.7	6.0	4.9	4.2	4.1	3.4	2.1	.	.
11	97	36.9	21.4	14.0	8.2	7.1	4.9	3.0	1.8	1.1	0.9	0.7	.
13	98	28.6	22.2	14.4	7.7	5.8	5.0	4.4	3.6	2.3	2.2	1.5	2.3
14	98	35.8	21.4	11.9	8.0	5.7	5.2	2.6	2.1	1.4	1.3	1.3	3.2
15	99	28.9	16.9	13.8	8.8	6.5	4.7	4.0	3.4	2.9	2.5	2.1	5.7
19	99	17.7	17.1	14.6	13.4	5.3	5.1	5.0	4.0	3.3	2.8	2.2	9.7
22	100	35.7	20.7	7.8	6.3	5.7	3.7	3.5	2.4	2.2	2.1	2.1	7.8
31	100	35.6	12.7	10.2	7.7	3.2	2.7	2.6	2.6	2.5	2.3	1.6	16.4

Clothing - 1754 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	56	100.0
2	72	66.9	33.1
3	81	56.5	26.7	16.8
4	86	47.4	25.6	15.6	11.3
5	91	44.3	23.6	14.7	10.1	7.4
6	92	42.9	21.4	13.4	9.7	7.3	5.4
7	94	39.7	21.7	14.0	10.0	6.7	4.5	3.4
8	95	37.1	19.9	13.1	9.0	7.4	6.1	4.3	3.3
9	96	36.4	20.3	12.6	9.2	6.5	5.3	4.1	3.2	2.4	.	.	.
10	97	35.8	18.3	12.2	8.9	6.9	5.7	4.4	3.3	2.6	2.1	.	.
11	98	36.8	17.6	13.6	9.2	6.6	5.0	3.7	2.7	2.1	1.5	1.2	.
12	99	30.0	19.9	13.1	10.2	7.2	5.3	4.3	3.2	2.5	1.8	1.4	1.0
13	99	29.7	17.8	10.3	8.4	7.4	6.6	4.5	4.0	3.5	2.7	2.2	2.9
14	99	30.9	18.8	12.8	9.1	7.6	5.5	3.8	3.1	2.7	1.7	1.3	2.6
15	99	34.0	15.8	10.8	7.7	6.0	5.3	4.8	3.6	3.1	2.5	1.8	4.6
16	100	30.2	20.8	12.5	8.1	7.1	4.6	3.7	2.8	2.6	1.9	1.3	4.4
17	100	37.8	15.7	9.7	9.0	5.3	4.2	3.9	3.3	3.0	2.7	2.6	2.8
18	100	66.7	5.5	4.9	4.7	4.1	2.1	2.0	1.8	1.6	1.3	1.2	4.0
20	100	34.4	19.7	7.4	6.8	6.1	5.4	4.0	3.2	2.6	2.4	2.1	6.0

Annex 4: Distribution of firms' exports on their main export markets by industry: French exports to industrialised countries 1990

Pulp and paper - 650 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	59	100.0
2	73	70.2	29.8
3	79	57.1	27.3	15.6
4	84	52.8	21.8	15.3	10.1
5	86	50.2	24.1	13.9	7.1	4.8
6	90	45.2	22.1	13.3	9.2	6.5	3.6
7	92	40.4	22.5	15.3	9.4	6.8	3.5	2.1
8	94	46.0	21.7	11.9	7.3	5.2	3.7	2.6	1.7
9	94	34.0	24.9	12.8	10.0	7.8	6.1	2.4	1.3	0.9	.	.	.
10	96	35.2	20.3	14.5	10.5	6.8	4.4	3.2	2.4	1.5	1.1	.	.
11	97	46.0	18.1	11.4	7.9	5.2	4.1	2.6	2.0	1.4	0.8	0.5	.
12	97	25.7	20.8	15.5	10.5	8.6	6.9	4.2	2.7	2.4	1.3	0.9	0.4
13	98	33.9	22.5	12.5	8.8	8.5	5.3	2.9	1.7	1.1	0.8	0.7	1.2
14	98	33.4	22.3	11.2	8.3	7.0	5.4	4.1	2.6	2.0	1.9	0.9	1.1
15	99	34.1	18.8	10.9	7.4	6.0	5.3	4.7	3.2	2.9	2.3	1.5	2.8
16	99	39.4	15.4	10.5	10.2	8.5	4.6	3.2	2.2	2.0	1.5	0.8	1.7
18	99	33.4	21.9	10.6	7.8	6.7	5.8	3.3	2.8	2.0	1.4	1.3	3.0
20	100	25.2	20.8	15.8	7.9	6.6	4.8	4.7	3.0	2.7	2.0	1.8	4.5
21	100	20.9	15.1	13.3	12.9	10.0	7.3	3.8	3.3	2.4	2.3	2.1	6.7
27	100	27.1	19.2	8.3	6.6	6.5	6.4	5.9	3.4	2.8	2.7	1.9	9.2

Toys - 153 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	64	100.0
2	78	65.7	34.3
3	83	60.1	25.3	14.6
4	86	45.5	25.4	17.6	11.5
5	91	46.4	20.8	13.8	10.6	8.4
7	92	38.5	18.6	17.0	13.4	5.7	4.7	2.2
8	95	34.6	23.1	16.4	10.4	5.7	4.0	3.5	2.3
9	97	27.1	20.4	13.8	8.3	7.3	6.9	6.5	5.1	4.6	.	.	.
10	99	31.4	15.8	12.6	9.9	7.7	6.7	5.0	4.6	3.3	3.0	.	.
20	99	27.4	26.3	15.8	7.0	6.3	3.9	3.1	2.3	2.1	1.0	0.9	4.1
23	100	33.6	14.6	9.4	6.6	5.9	4.0	3.4	3.0	2.5	2.3	2.2	12.7

Sports and camping equipment - 340 exporters

number of export markets	cumulated share (in %) of exporters	average share (in %) of market n in exports (from biggest to 11th biggest market)											
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	others
1	60	100.0
2	78	64.6	35.4
3	84	50.6	30.4	18.9
4	87	52.1	23.0	13.8	11.0
5	91	53.2	17.6	11.4	9.8	8.0
6	91	45.9	15.5	13.7	9.8	8.1	7.0
7	92	49.6	20.0	10.9	7.2	4.8	4.1	3.4
8	94	30.9	21.3	14.1	10.3	8.5	6.3	4.9	3.7
9	95	39.9	20.9	11.0	8.3	5.7	5.1	3.9	2.7	2.5	.	.	.
10	95	24.2	17.2	14.1	11.3	7.8	7.4	6.7	5.0	3.4	3.0	.	.
11	97	26.7	21.3	14.9	8.6	6.2	5.5	4.5	3.6	3.2	3.0	2.5	.
12	97	25.9	11.6	11.0	9.8	8.0	7.7	7.6	6.9	3.5	2.9	2.8	2.4
13	97	49.3	18.4	10.2	6.5	3.0	2.7	2.4	2.1	1.4	1.4	0.9	1.7
14	98	23.4	21.8	10.5	10.2	8.5	6.6	5.1	4.0	3.0	2.1	1.9	2.8
16	98	31.6	23.5	10.3	8.0	6.2	5.7	3.2	2.2	2.0	2.0	1.7	3.7
17	99	14.9	14.4	13.8	13.6	11.5	8.7	4.3	4.2	2.4	2.2	2.1	8.0
20	99	19.1	14.5	13.4	9.9	6.9	5.9	5.1	4.9	4.7	3.7	2.6	9.3
22	100	35.8	18.9	9.6	7.1	6.8	4.6	4.1	2.6	2.0	1.8	1.5	5.2
23	100	20.7	18.4	13.1	12.0	7.0	4.3	3.2	2.7	2.5	2.2	2.2	11.7

Annex 5: Nomenclature d'activités et des produits (NAP)¹

0015	Tropical fruits, coffee, tea, cocoa	1311	Semifinished products of lead, zinc and cadmium
0025	Tropical oilseeds	1312	Semifinished products of copper
0026	Tropical textile fibre plants	1313	Semifinished products of precious metals
0027	Crude natural caoutchouc	1314	Other non-ferrous semifinished products
0099	Miscell. imported animal products	1315	Fissile products and their compounds
0105	Maize	1401	Salts
0106	Other cereals	1402	Quarry materials for the industry
0111	Potatoes	1403	Miscell. minerals: asphalt, talc, etc.
0112	Fresh vegetables	1503	Building stones
0113	Dried vegetables	1504	Clay, kaolin (porcelain clay), refractory earths
0114	Fruits	1506	Limestone and cement
0122	Oilseeds other than tropical	1509	Miscell. building materials
0123	Tobacco	1512	Earthenware
0124	Other industrial fibres	1513	Ceramic tableware
0131	Table wine	1601	Products of plane- and mirror glass
0132	Wine of controlled registered designation of origin	1602	Machine-made glass vessels, household glassware
0141	Nursery plants	1603	Hand-made glass
0142	Flowers and plants	1604	Technical glass
0143	Other vegetable products	1711	Sulphur
0154	Equines	1712	Sulphuric acid and derivatives
0162	Miscell. animals	1713	Chemicals manufactured by electrolysis/-thermics
0173	Miscell. animal products	1715	Mineral enamel coatings and colours
0221	Wood in the rough	1716	Miscell. products of inorganic chemistry
0222	Other forestry products	1717	Nitrogenous fertilizers and other nitrogenous products
0310	Sea fishing products	1718	Phosphate fertilizers
0320	Shellfish farming products	1719	Other fertilizers
0330	(Freshwater) fishfarming products	1721	Synthetic products of organic chemistry
0340	Other marine products	1722	Synthetic colouring matter
0411	Hard coal, brown coal and briquette coals	1723	Stearine, glycerine, primary products for detergents
0421	Coking products	1724	Primary products for the pharmacy
0511	Mineral oil	1725	Auxiliary leather and caoutchouc products for industrial textiles
0521	Natural gas	1726	Tar and -distillation products
0531	Refined petroleum products	1727	Plastic materials
0901	Iron ore	1728	Synthetic caoutchouc and other elastomers
1051	Pig iron	1729	Essential oils, natural and synthetic flavours
1052	Crude steel	1801	Matches
1053	Finished iron and steel products	1802	Applied abrasives
1101	Drawn wire and steel wire derivatives	1803	Explosives, ignitors and pyrotechnics
1102	Products of cold-rolled strip steel	1805	Soap and detergent products
1105	Steel tubes	1806	Household and maintenance products
1201	Bauxite	1807	Paint, varnish, fine colours and printing ink
1202	Lead, zinc and copper ores	1808	Pesticides
1203	Ores containing fissile materials	1809	Photographic and cinematographic products
1204	Other metallic ores	1810	Artificial coal, active earths
1301	Aluminium and other light metals	1811	Perfumery products
1302	Lead, zinc and cadmium	1901	Pharmaceutical specialities
1303	Precious metals		
1304	Ferro-alloys		
1305	Other non-ferrous metals		
1310	Semifinished products of aluminium and other light metals		

¹ Translation by DIW and ITC UNCTAD/GATT.

1902	Other pharmaceutical products	2912	X-ray and electromedical equipment
2001	Cast products in ferrous metals	2913	Specially-designed control and adjustment equipment
2002	Cast products in non-ferrous metals	2914	Professional electronic equipment
2101	Forging and drop forging products	2915	Passive components and fixed condensators
2102	Pressed, punched and deep drawn products	2916	Electronic tubes and semiconductors
2105	Bolts and screws	2921	Radio and television receivers
2106	Metallic building materials	2922	Audio-visual recording and reproducing apparatus and equipment
2108	General engineering products, castings and patterns	3001	Household refrigerators, freezers and (dish)-washing machines
2109	Hand-, electric- and farm tools	3002	Kitchen appliances and heating apparatus
2110	Springs	3003	Other household equipment
2111	Ironmongery	3111	Private vehicles
2112	Tinware, household articles and cutlery	3113	Specific parts and equipment for automobiles
2113	Metal furniture	3114	Commercial vehicles
2114	Barrels, metallic kegs, boxes and packings	3115	Car bodies, hoppers and trailers, not for tourism
2115	Small metallic articles	3116	Motorcycles and cycles
2116	Sintering products, permanent magnets	3117	Spare parts for cycles, motorcycles
2117	Sporting, targetshooting, defence guns	3202	Merchant ships
2202	Other agricultural materials	3203	Other boats
2301	Machine tools for metals	3301	Airframes
2302	Machines for wood	3302	Aero-engines and -parts
2303	Tools, machine tools	3303	Special aircraft equipments
2304	Gears, transmission apparatus	3401	Watches and clocks
2305	Welding materials	3402	Scales, meters and metrologic instruments
2401	Plumber's- and fitter's articles	3403	Spectacles, corrective or protective
2402	Ovens	3404	Optical and precision instruments
2403	Ventilation, heating and cooling apparatus	3405	Photographic and cinematographic materials
2404	Internal combustion engines (not for automobiles, airplanes)	3406	Medical and surgical materials and prosthesis
2405	Hydraulic and pneumatic transmissions	3407	Bearings
2406	Pumps and compressors	3502	Fresh meat
2407	Thermic and hydraulic turbines, barrage equipment	3503	Raw hides and furs
2408	Products of the boilerindustry	3504	(Preserved) meat products
2409	Food-processing machines	3505	Poultry and game
2410	Textile machinery	3614	Cheese
2411	Machinery for the paper, paperboard and graphic industries	3616	Dairy products
2501	Public construction works equipment	3701	Preserved fruit and jam
2502	Iron and steel industry equipment	3702	Preserved vegetables
2503	Lifting, handling, loading machinery	3703	Preserved fish
2504	Mining and drilling equipment	3704	Food preparations
2701	Data processing machines	3901	Flour
2702	Office machines	3902	Biscuits, rusks, pastry
2810	Low voltage distribution and control equipment	3904	Alimentary pasta and couscous
2811	High-voltage electrical equipment	3905	Processed cereals
2812	Low-voltage industrial instruments, relays and signalling apparatus	3907	Starch products
2813	Low voltage rotating electrical machines and transformers	3908	Animal fodder
2817	Lighting equipment	4011	Crude oils and fatty substances
2818	Insulated electric wire or cable	4012	Refined oils and fatty substances, margarine
2821	Electric fitting equipment	4021	Sugar
2822	Batteries and low voltage lighting fittings	4031	Chocolate, confectionery
2823	Accumulators	4032	Coffee, tea, chicory, aromatic herbs and spices
2824	Electric light bulbs	4033	Condiments, vinegar, prepared sauces
2911	Telecommunication equipment	4034	Dietary and baby food, regimen products
		4037	Miscell. foodstuffs
		4101	Alcohol

4102	Natural spirits	4901	Movable household furniture
4103	Non-wine-alcoholised aperitives and liqueurs	4902	Seats
4104	Aperitives, based on wine	4903	Kitchen furniture and wooden furniture
4106	Beer	4904	Bedding
4107	Cider	4905	Miscell. furniture
4108	Fruit and vegetable juice	4906	Furniture, functional, non-metallic
4109	Beverages, non-alcoholic	5001	Paperpulp
4201	Tobacco products	5002	Papers and cardboards
4301	Artificial fibres and yarn	5003	Stationery
4302	Synthetic fibres and yarn	5004	Paper products
4410	Wool, prepared	5007	Paperboard products
4411	Prepared flax, hemp and other textile plants	5115	Books, printed products
4412	Sewing yarn	5120	Newspapers, journals and periodicals
4413	Yarn and thread of linen and hemp	5130	Recorded records, tapes and cassettes
4414	Cotton yarn	5201	Tyres and inner tubes
4416	Yarn of worsted wool	5203	Articles of rubber
4417	Yarn, tissues and moulinages of silk and artificial textiles	5204	Manufactures of asbestos
4420	Knitted fabrics	5301	Blends, plates, sheets, films, tubes, profiles
4421	Jerseys, pullovers, polo-shirts, jackets, knitted or crocheted	5302	Miscell. components for the building industry
4422	Other outer garments, knitted or crocheted	5303	Packings, plastic
4423	Under garments, knitted or crocheted	5304	Building components
4424	Stockings, socks, knitted or crocheted	5305	Miscell. consumer goods
4425	Other knitwear products	5306	Film, cellulose
4430	Woven goods of cotton or linen	5401	Games, toys and articles for child-care
4431	Woven goods of wool	5402	Sports and camping equipment
4432	Woven goods of silk	5403	Pleasure boats
4433	Jute products	5404	Bijouterie and jewellery
4434	Carpets	5405	Musical instruments
4436	Fabrics, not woven nor knitted	5406	Office supplies and fancy goods
4437	Coated textiles	5407	Furnishing accessories in bronze, wrought iron; statuettes
4438	Elastic fabrics	5408	Brooms, brushes, basket work and cork articles
4439	Thread, twine, cordage, ropes, cable, nets	5409	Photos and photographic films, developed
4440	Waddings	5410	Miscell. articles, not elsewhere specified
4441	Lace, tulle, embroidery, guipure	5499	Works of art, antiques and collectors
4442	Ribbons, braids, trimmings and miscell. textile articles	5601	Scrap-metal
4511	Leather and skins	5602	Miscell. recovery products
4521	Fine leathern travel- and hunting articles		
4522	Gloves		
4523	Miscell. leather articles		
4601	Footwear		
4701	Clothing, men's		
4702	Clothing, women's		
4703	Clothing, infant's		
4705	Shirts, blouses and underwear		
4706	Clothing of plastic materials		
4707	Corsets, girdles and brassieres		
4708	Hats, men's and women's		
4709	Clothing accessories		
4710	Furs and furskins		
4801	Sawmill products		
4802	Carpentry and joinery components		
4803	Parquet, ornamental mouldings and fillets		
4804	Panels, veneers, treated wood		
4806	Light prefabricated buildings		
4807	Miscell. wooden articles		

Annex 6: Industry Definitions

Industry ¹	NAP-codes
Vegetables	0112, 0113, 0143, 3702
Wine and champagne	0131, 0132, 4104, 4105
Wood	0221, 0222, 48xx
Furniture	49xx
Fish	03xx, 3703
Iron and steel	10xx, 11xx
Non-ferrous metals	13xx except 1315 - 1316
Glass and ceramics	1511 - 1513, 16xx
Base chemicals	17xx except 1717 - 1719
Perfume	1811
Pharmaceutical products	1901, 1902
Metal products	20xx, 21xx except 2117
Agricultural machines	2201, 2202
Machinery, general and specialised	2301 - 2303, 2403 - 2411, 25xx
Office and data processing machines	27xx, 2922
Electrical components	28xx
Electronic components	2911 - 2916
Consumer electronics	2921
Household equipment	30xx
Motor cars and pieces	3111 - 3113
Utilitarian vehicles, coaches, trailers	3114, 3115
Motor cycles, cycles and pieces	3116, 3117
Clocks, precision engineering, optics	34xx, 1809
Dairy products	36xx
Textiles	43xx, 44xx except 4421 - 4425
Leather and furs	45xx, 2402, 4710
Shoes and footwear	46xx
Clothing	47xx except 4710, 4421 - 4425
Pulp and paper	50xx
Toys	5401
Sports and camping equipment	5402, 5403

¹ Industry designations and definitions by DIW.

Annex 7: Partner countries covered

Albania
Andorra
Australia
Austria
Belgium & Luxembourg
Bermudas
Bulgaria
Canada
Canary Islands
Ceuta & Mela
Czechoslovakia
Denmark
Faroe Islands
Finland
Germany, Fed. Rep.
Germany, Dem. Rep.
Gibraltar
Greece
Greenland
Hungary
Iceland
Ireland
Israel
Italy
Japan
Malta
Netherlands
New Zealand
Norway
Poland
Portugal
Romania
South Africa, Rep. of
Soviet Union
Spain
Sweden
Switzerland
Turkey
United Kingdom
USA
Vatican
Yugoslavia