

# HIGHLIGHTS FROM THE DHL EXPORT BAROMETER 2017

## EXPORT CONFIDENCE INCREASES

**67%** of Australian exporters surveyed expect sales to increase over the next 12 months

**56%** of exporters reported an increase in orders over the past 12 months, which is the highest proportion in over six years

## NEW EXPORTERS ENTER THE GAME POSITIVE

**77%** of exporters who have been exporting for 5 years or less expect an increase in revenue

**63%** of those exporting less than 5 years use social media to attract export orders



## NZ & NORTH AMERICA MOST POPULAR EXPORT DESTINATIONS

**61%** of Aussie exporters trade with NZ

**48%** export goods to North America

**38%** send goods to Europe

**36%** trade with the UK

**35%** export to China

## ONLINE COMMERCE IS FUELLING GROWTH

**78%** of exporters generate orders from online channels

**83%** of exporters who generate all their orders from online channels expect an increase in revenue

**48%** of exporters use social media channels to attract export orders