

December 2025

GLOBAL INSIGHTS

RESOURCES & VARIABLES



THE GLOBAL MARKETPLACE IS OPEN!

BROUGHT TO YOU BY THE OHIO SBDC EXPORT ASSISTANCE
NETWORK AT YOUNGSTOWN STATE UNIVERSITY



Export Assistance
Network

Youngstown State University



Williamson
College of
Business
Administration



INTRODUCTION

Dear clients and business community,

We are proud to bring you this quarterly publication which contains very important data to help you navigate the global marketplace, and to help your company prosper from additional international sales.

We selected the top 15 global trading partners with the State of Ohio, and listed them in alphabetical order. In each country, we selected the same economic indicators and included the explanation and the resources at the end of this publication for your quick reference. It's worth to note that most numbers are updated monthly, some numbers are updated on a quarterly or annual basis.

The indicators include national currency, population, quarterly GDP, interest rate, inflation rate, consumer spending, and purchasing manager index for manufacturing. In addition, we couldn't ignore a few very important global indicators such as Chile Copper Export which is an accurate indicator of global manufacturing trends, Germany IFO which indicates Euro Zone economic health/weakness trends, China Producer Price Index (PPI) which indicates global inflationary trends, and US Consumption since US spends about 25% of total global consumption.

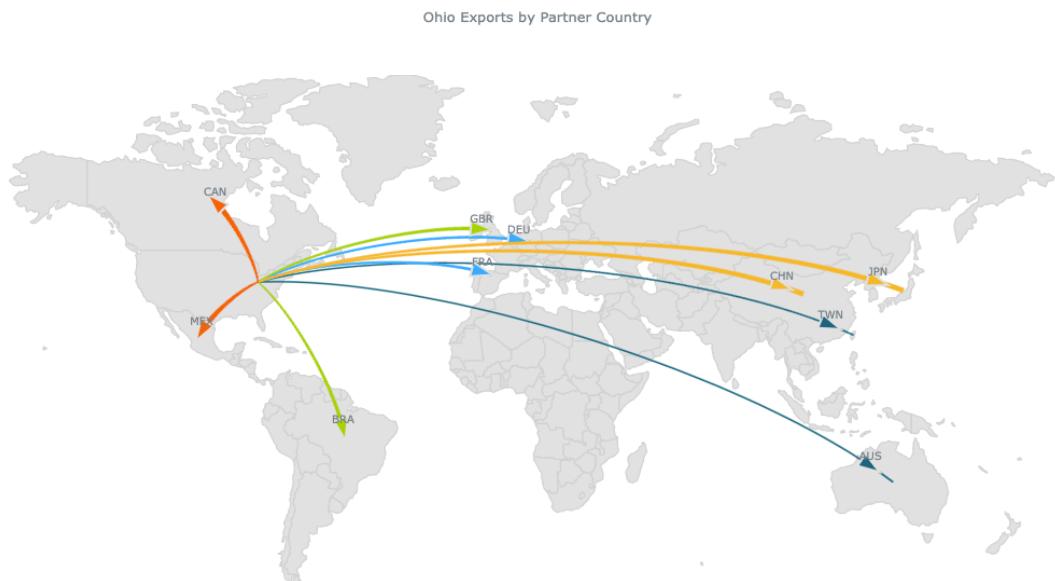
Our Williamson College of Business Administration (WCBA) Beeghly Fellows at the Ohio SBDC Export Assistance Network at YSU are frequent contributors to this publication.

We wish you a successful exporting journey!

Mousa Kassis
Director Ohio SBDC Export Assistance Network at YSU

OHIO EXPORTS

In 2024, Ohio exported **\$56,579,107,502** worth of products to 213 countries and territories. In addition, Ohio exported an estimated \$24.5 billion worth of services in 2024.



The top 15 export markets for Ohio in 2024 were:

COUNTRIES	EXPORTS IN 2024
CANADA	\$19,891,279,066
MEXICO	\$9,559,139,667
CHINA	\$3,031,128,686
JAPAN	\$1,872,892,226
UNITED KINGDOM	\$1,843,717,404
BRAZIL	\$1,599,522,520
GERMANY	\$1,518,886,128
FRANCE	\$1,216,010,967
TAIWAN	\$1,182,967,799
AUSTRALIA	\$1,133,971,021
SOUTH KOREA	\$964,169,279
NETHERLANDS	\$807,277,941
INDIA	\$795,103,222
UNITED ARAB EMIRATES	\$789,958,391
MALAYSIA	\$711,041,234



Mousa Kassis
Director

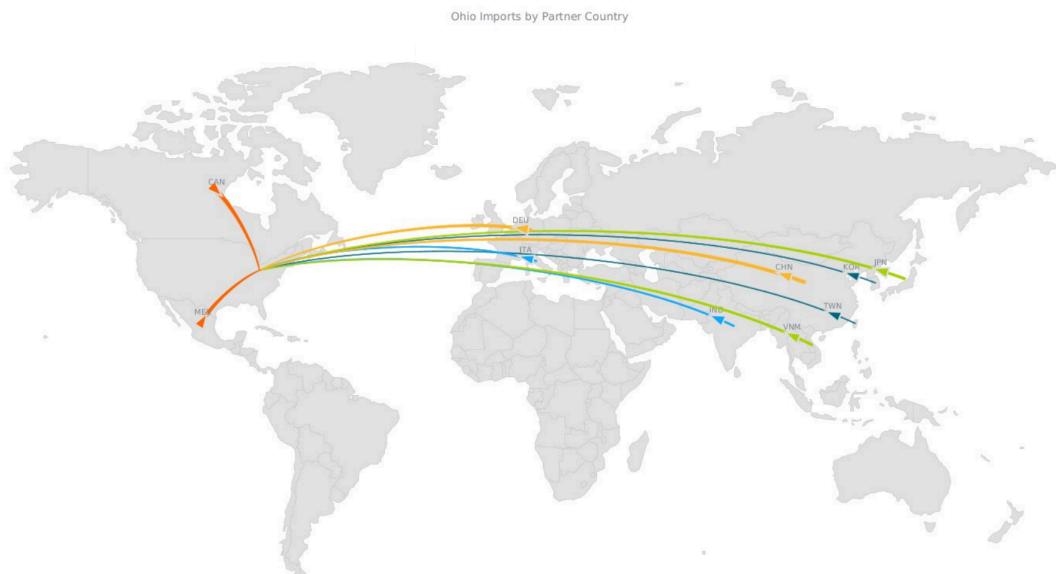
KEY TAKEAWAY

In August, Ohio exported goods valued at \$4.926 billion, bringing the year-to-date total through August to \$36.867 billion.

Data and map from WISERTrade

OHIO IMPORTS

In 2024, Ohio imported **\$86,906,872,600** worth of products from 190 countries and territories.



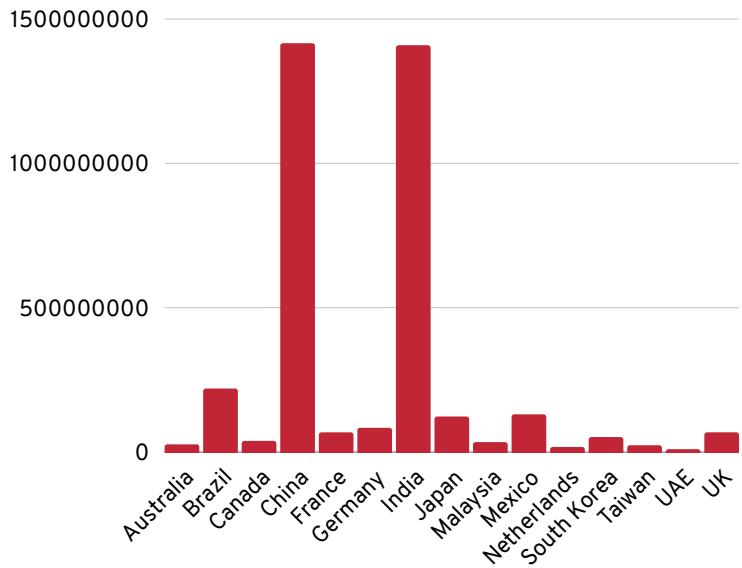
The top 15 import markets for Ohio in 2024 were:

COUNTRIES	IMPORTS IN 2024
CANADA	\$19,025,582,405
MEXICO	\$11,514,465,473
CHINA	\$10,249,075,479
GERMANY	\$7,006,575,973
JAPAN	\$6,420,937,766
VIETNAM	\$3,540,944,132
ITALY	\$2,884,874,841
INDIA	\$2,215,444,323
SOUTH KOREA	\$1,823,584,599
TAIWAN	\$1,778,293,087
IRELAND	\$1,710,343,159
THAILAND	\$1,662,455,928
UNITED KINGDOM	\$1,396,850,723
INDONESIA	\$1,197,855,763
FRANCE	\$1,165,261,831

Data and map from WISERTrade

POPULATION

This indicator is designed to provide an overview of the relative market size across Ohio's top 15 export markets. While population size plays a significant role in gauging potential demand, we acknowledge that certain products or services may sell to certain markets regardless of the population size especially if the product or service is highly specialized or just targets certain segments of the population. This data serves as a starting point.



COUNTRIES	POPULATION	GROWTH RATE
AUSTRALIA	26,768,598	1.13%
BRAZIL	220,051,512	0.61%
CANADA	38,794,813	0.71%
CHINA	1,416,043,270	0.23%
FRANCE	68,374,591	0.20%
GERMANY	84,119,100	-0.12%
INDIA	1,409,128,296	0.72%
JAPAN	123,201,945	-0.43%
MALAYSIA	34,564,810	0.99%
MEXICO	130,739,927	0.72%
NETHERLANDS	17,772,378	0.39%
SOUTH KOREA	52,081,799	0.21%
TAIWAN	23,595,274	0.03%
UNITED ARAB EMIRATES	10,032,213	0.60%
UNITED KINGDOM	68,459,055	0.45%

Data from CIA's World Factbook

CURRENCY

Exporters need to know the value, strength, fluctuation, and the stability of the importer's currency against the US Dollar in order to hedge against any movements in that currency. Exporters might experience a request from the foreign buyer to pay in their own currency and not with the US dollar especially when they are paying with a Letter of Credit or they were given extended payment terms by the exporter. This would require knowledge of the foreign currency and hedging by the exporter's bank to protect any fluctuations.

COUNTRIES	EXCHANGE RATE	CURRENCY
AUSTRALIA	\$1 USD = 1.53 AUD	AUSTRALIAN DOLLAR (AUD)
BRAZIL	\$1 USD = 5.35 BRL	BRAZILIAN REAL (BRL)
CANADA	\$1 USD = 1.40 CAD	CANADIAN DOLLAR (CAD)
CHINA	\$1 USD = ¥7.08 RMB	CHINESE YUAN (RMB)
FRANCE	\$1 USD = €0.86 EUR	EURO (EUR)
GERMANY	\$1 USD = €0.86 EUR	EURO (EUR)
INDIA	\$1 USD = ₹89.57 INR	INDIAN RUPEE (INR)
JAPAN	\$1 USD = ¥155.00 JPY	JAPANESE YEN (JPY)
MALAYSIA	\$1 USD = 4.13 MYR	MALAYSIAN RINGGIT (MYR)
MEXICO	\$1 USD = 18.26 MXN	MEXICAN PESO (MXN)
NETHERLANDS	\$1 USD = €0.86 EUR	EURO (EUR)
SOUTH KOREA	\$1 USD = ₩1,466.19 KRW	SOUTH KOREAN WON (KRW)
TAIWAN	\$1 USD = 31.41 TWD	NEW TAIWAN DOLLAR (TWD)
UNITED ARAB EMIRATES	\$1 USD = 3.67 AED	UAE DIRHAM (AED)
UNITED KINGDOM	\$1 USD = £0.75 GBP	POUND STERLING (GBP)



Mousa Kassis
Director

KEY TAKEAWAY

1. The U.S. dollar gained slight strength against five currencies: Canada from 1.38 to 1.40 (CAD), India from 87.77 to 89.57 (INR), Japan from 148 to 155 (JPY), South Korea from 1397 to 1466 (KRW), and Taiwan from 30.6 to 31.41 (TWD). At the same time, it declined against four currencies: Brazil from 5.44 to 5.35 (BRL), China from 7.15 to 7.08 (RMB), Malaysia from 4.23 to 4.13 (MYR), and Mexico from 18.72 to 18.26 (MXN). The Euro (EUR) remained steady at 0.88, the Australian dollar (AUD) was flat at 1.53, and the UAE dirham (AED) held at 3.67.

Data from Google Finance

INTEREST RATES

Interest rates are a very important indicator especially when the trade deal requires financing by the exporter, or even if delayed payment terms are considered in the deal (i.e., 30 days, 90 days). This indicator becomes very instrumental when interest rates at the foreign buyer's country are much higher than the USA interest rate which gives the American exporter a definite advantage.

COUNTRIES	CURRENT INTEREST RATES	PREVIOUS
AUSTRALIA	3.60%	3.60%
BRAZIL	15.00%	15.00%
CANADA	2.25%	2.75%
CHINA	3.00%	3.00%
FRANCE	2.15%	2.15%
GERMANY	2.15%	2.15%
INDIA	5.50%	5.50%
JAPAN	0.50%	0.50%
MALAYSIA	2.75%	2.75%
MEXICO	7.25%	7.75%
NETHERLANDS	2.15%	2.15%
SOUTH KOREA	2.50%	2.50%
TAIWAN	2.00%	2.00%
UNITED ARAB EMIRATES	3.90%	4.40%
UNITED KINGDOM	4.00%	4.00%



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Director

KEY TAKEAWAY

Thirteen countries kept their interest rate unchanged from the previous report in September: Australia 3.6%, Brazil 15%, China 3%, EU (Germany, France, and Netherlands) 2.15%, India 5.5%, Japan 0.5%, Malaysia 2.75%, South Koria 2.5%, Taiwan 2%, and UK 4%. Three countries dropped their interest rates: Canada 2.25% from 2.75%, Mexico 7.25% from 7.75%, and UAE 3.9% from 4.4%.

Data from Trading Economics

INFLATION

Inflation monitoring is important because it signals price changes, especially from high-exporting countries to the USA. As inflation rises in these countries, production costs increase, leading to higher import prices for U.S. businesses. This affects both supply chains and the competitiveness of U.S. exports, making it crucial for businesses to track inflation trends to adjust pricing strategies and manage risks.

COUNTRIES	CURRENT INFLATION RATES	PREVIOUS
AUSTRALIA	3.80%	2.10%
BRAZIL	4.68%	5.23%
CANADA	2.20%	1.70%
CHINA	0.20%	0.00%
FRANCE	0.90%	1.00%
GERMANY	2.30%	2.00%
INDIA	0.25%	1.55%
JAPAN	3.00%	3.10%
MALAYSIA	1.30%	1.20%
MEXICO	3.57%	3.51%
NETHERLANDS	3.10%	2.90%
SOUTH KOREA	2.40%	2.10%
TAIWAN	1.48%	1.54%
UNITED ARAB EMIRATES	0.72%	2.88%
UNITED KINGDOM	3.60%	3.80%



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Director

KEY TAKEAWAY

Eight countries reported increases in inflation: Australia reporting the highest increase 3.8% from 2.10%, Canada 2.2% from 1.7%, China 0.2% from 0%, Germany 2.3% from 2%, Malaysia 1.3% from 1.2%, Mexico 3.57% from 3.51%, Netherlands 3.10% from 2.9%, and South Korea 2.4% from 2.1%. Seven countries reported decreases in inflation: Brazil 4.68% from 5.3%, France 0.9% from 1%, India 0.25% from 1.53%, Japan 3% from 3.1%, Taiwan 1.48% from 1.53%, UAE reported the largest drop among all 15 partners at 0.72% from 2.88%, and finally UK 3.6% from 3.8%.

Data from Trading Economics

PURCHASING MANAGER INDEX

Considered one of the most watched indicators worldwide. It is a snapshot of the performance of the manufacturing sector in each economy that the State of Ohio has as a trading partner. It is conducted monthly by each country's government agencies or some other authorities on their behalf. It usually is a survey that covers: output, new orders, inventory, employment, export, input prices, and manager's business expectations. Figures above 50+ are a business expansion, where numbers below 50- are business contraction.

COUNTRIES	CURRENT PMI RATES	PREVIOUS
AUSTRALIA	51.60	52.90
BRAZIL	48.80	48.20
CANADA	48.40	46.10
CHINA	49.20	49.30
FRANCE	47.80	49.90
GERMANY	48.20	49.90
INDIA	56.60	59.80
JAPAN	48.70	49.90
MALAYSIA	50.10	49.70
MEXICO	47.30	49.10
NETHERLANDS	51.80	51.90
SOUTH KOREA	49.40	48.00
TAIWAN	48.80	46.20
UNITED ARAB EMIRATES	53.80	52.90
UNITED KINGDOM	50.20	47.30



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Director

KEY TAKEAWAY

Please note that any number above 50 is an indication of economic expansion, below 50 is considered an economic contraction.

Seven countries reported increases from the last report in September, however, four countries remain below the 50 threshold: Brazil 48.8 from 48.2, Canada 48.4 from 48.1, South Korea 49.4 from 48, and Taiwan 48.8 from 46.2. While the others reported above the 50 threshold: Brazil 50.1 from 49.7, UAE 53.8 from 52.9, and UK 50.2 from 47.3. During the same period, six countries reported a decline in PMI: Australia 51.6 from 52.9, France 47.8 from 49.9, Germany 48.2 from 49.9, India 56.6 from 59.8, Japan 48.7 from 49.9, and Mexico 47.3 from 49.1. Only two countries reported no changes: China at 49.2, and Netherlands at 51.9.

Data from Trading Economics

CONSUMER SPENDING

The larger the consumer spending share of each country's Gross Domestic Product the higher the prospect of purchasing more goods and services from their national market as well as international markets. Please note: The US Consumer Spending is the most watched indicator in the world since the US spend amounts for 25% of global consumption annually.

COUNTRIES	CURRENT	PREVIOUS
AUSTRALIA	333,168 AUD MIL	329,830 AUD MIL
BRAZIL	228,639 BRL MIL	225,777 BRL MIL
CANADA	1,411,059 CAD MIL	1,398,043 CAD MIL
CHINA	538,646 CNY H MIL	538,646 CNY H MIL
FRANCE	344,984 EUR MIL	344,702 EUR MIL
GERMANY	479 EUR BIL	480 EUR BIL
INDIA	27,167 INR BIL	27,200 INR BIL
JAPAN	301,247 JPY BIL	300,812 JPY BIL
MALAYSIA	271,562 MYR MIL	256,125 MYR MIL
MEXICO	18,112,032 MXN MIL	17,846,068 MXN MIL
NETHERLANDS	105,166 EUR MIL	104,242 EUR MIL
SOUTH KOREA	276,1880 KRW BIL	274,620 KRW BIL
TAIWAN	2,876,373 TWD MIL	2,832,388 TWD MIL
UNITED ARAB EMIRATES	N/A	N/A
UNITED KINGDOM	416,031 GBP MIL	391,007 GBP MIL

MIL = Million, BIL = Billion, H MIL = Hundred Million

KEY TAKEAWAY

Consumer consumption among the trading partners shows an increase among 11 countries: Australia, Brazil, Canada, France, Japan, Malaysia, Mexico, Netherlands, South Korea, Taiwan, and UK. China remained flat. There were 2 trading partners that showed decreases in consumer spending: Germany and India.



Mousa Kassis
Director

Data from Trading Economics

GLOBAL INDICATORS TO WATCH

US CONSUMER SPENDING

U.S. consumer spending is a key global indicator because it represents a significant portion of global demand, influencing markets and supply chains worldwide. As the U.S. economy is consumption-driven, trends in consumer behavior can signal broader economic shifts, affecting both domestic and international markets.

0.6%

December 2025



0.3%

September 2025

CHILE COPPER EXPORTS

Very highly monitored indicator, and Chile is the largest producer in the world of copper output. Copper is used across many industries such as autos, TV, high tech, and so much more.

\$4.99 MILLION USD

December 2025



\$3.99 MILLION USD

September 2025

GERMAN IFO

It is conducted by surveying more than 7,000 manufacturing managers, service providers, retail, wholesale, and construction companies. Since Germany is the largest economy in Europe, this indicator reflects on healthy/weak economy in the eurozone.

88.1

December 2025



88.6

September 2025

CHINA PRODUCER PRICE INDEX (PPI)

By knowing how much Chinese companies are charging at the factory gates, it will give an idea about the global inflation trends.

-2.1%

December 2025



-3.6%

September 2025

SOUTH KOREA EXPORTS

Indicates the trend of global demand for mainly technology products

8.40%

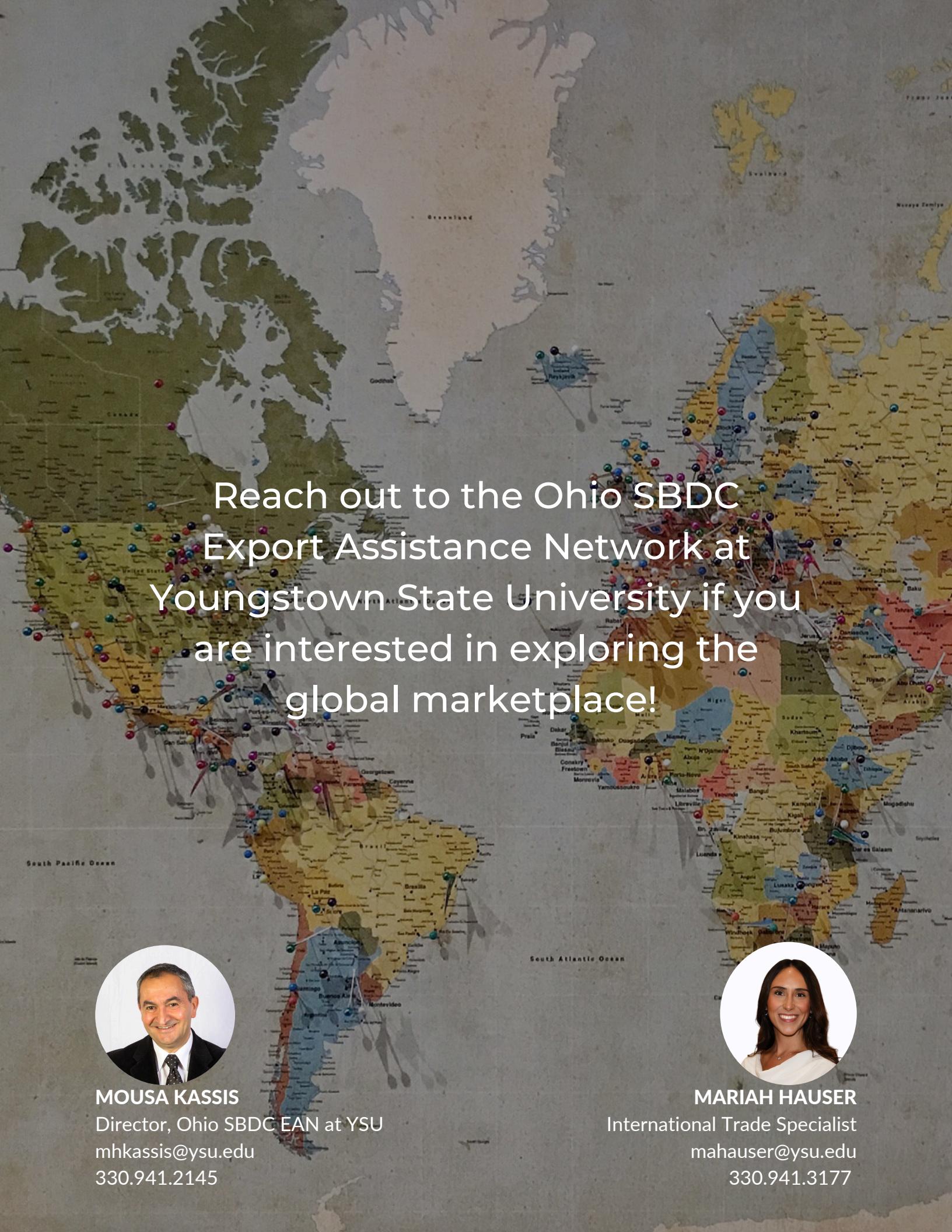
December 2025



5.80%

September 2025

Data from Bloomberg



Reach out to the Ohio SBDC
Export Assistance Network at
Youngstown State University if you
are interested in exploring the
global marketplace!



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