Comparing AEM’s Latin America Regional Retail Statistics Data with Customs Import Reports and Worldwide (WW) Retail Data: Not an “Apples to Apples” Comparison
Objective of this Document

We understand that some statistics program participants in AEM’s Latin America Regional Retail and Worldwide (WW) Retail programs continue to compare both programs’ data, and in the case of the Latin America Regional Retail program to custom import reports as well, in order to validate their market share. This situation at times leads to unnecessary audits and raises questions regarding AEM market data accuracy.

The objective of this document is to educate program participants as to why these are not valid comparisons (not “apples to apples”). These reports fundamentally are not the same in terms of reliability, accuracy, and timely data. Therefore, making these comparisons can result in incorrect assumptions that AEM’s data quality is not accurate. In addition, knowledge of this information will undoubtedly increase program participants’ confidence in AEM’s statistics programs and reduce the number of unnecessary audits requests.

Comparing AEM’s Latin America Regional Retail Statistics Data to Customs Import Reports: Not an “Apples to Apples” Comparison

Please note the following key differences between AEM’s Latin America Regional Retail Statistics data and customs import reports:

- A customs report tracks all the world imports. It includes the equipment brands imported from all the world equipment manufacturers. The Latin America Regional statistics data includes only those brands represented by program participants. For example, customs import reports may include 15 equipment brands while AEM’s Latin America regional statistics data may include 10 brands. Thus, the total industry sales from each source is not the same, thereby yielding two separate market share results.

- Local customs agents and freight forwarders often record the equipment in the wrong Harmonized Code (HS) category thereby contaminating the information and inflating the total industry sales. For example, forklifts (HS code 842790) are found at times in the mobile cranes (HS code 870510) category.

- Some local governments in Latin America still track their imports by at least 4-digits or 6-digits codes. There are ten digit numbers in a complete code. See illustration below that describes what each set of numbers represent for a given product. The absence of a digit makes it difficult for the customs import reports to capture accurately the products’ full description in terms of new or used and whole equipment or components/parts.
Comparing AEM’s Latin America Regional Retail Statistics Data to Worldwide (WW) Retail Data: Also Not an “Apples to Apples” Comparison

Comparing AEM’s Latin America regional retail statistics data to WW retail data is not an “apples to apples” comparison either. Some of the known issues/reasons include:

- Not all program participants in the WW programs can report true retail data in every country. Worldwide program participants report a combination of retails and shipments. AEM’s Latin America Regional Statistics program participants report true retails.
- Not all regional retail data are used as a contribution to the WW Intercontinental Statistics Committee (ISC) retails. A number of multi-national companies report ISC data from a central location and assign the regional data to be reported by their regional office. These data are reported separately into each of the data programs. These data are not always shared within these companies and may not be the same.
- Different companies or versions of companies participate in the ISC retail programs. There are more participants in ISC Retail programs than in the LA Regional Program. Therefore, the total industry sales from each source is not the same, thereby yielding two separate market share results.

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