

# Foreign Markets Aren't Buying American



**Jay Chittooran**  
Policy Advisor, Economic  
Program

## The Prize

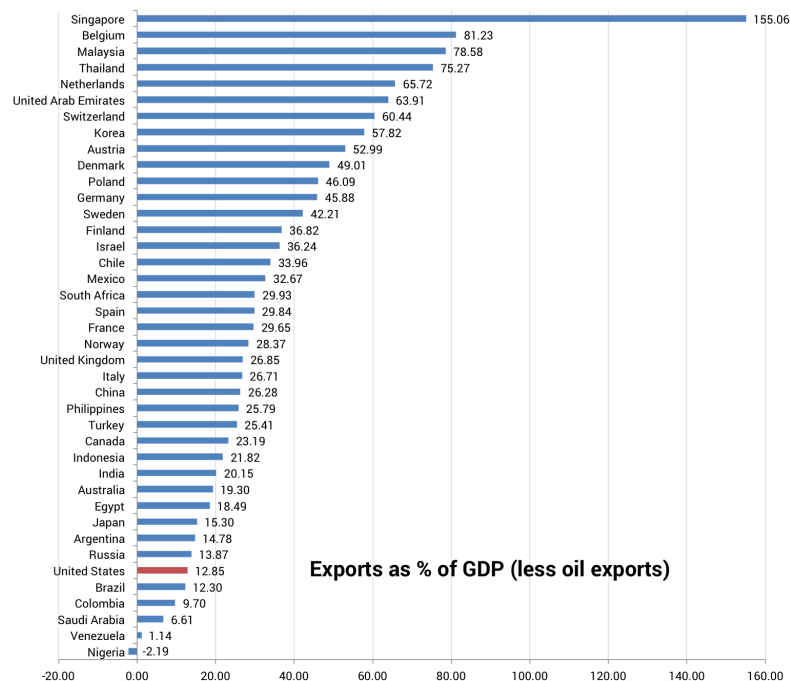
There is a huge opportunity to put more *Made in the USA* products on foreign shelves. That's because the world economy is expected to grow by over \$60 trillion in the next 15 years—and almost 90% of that growth will be outside of the United States.<sup>1</sup>

## The Risk

Currently, we're massively underperforming in getting our products into foreign markets. Of the 40 largest world economies, the United States ranks 39th in terms of exports as a share of gross domestic product—well behind countries ranging from Finland to Chile. Even after eliminating oil exports, which can skew the data for energy-rich countries like Saudi Arabia, the United Arab Emirates, and Nigeria, the United States only ranks 35th of 40. It's not for lack of trying; American products face some of the steepest barriers to export in the world.

## The Answer

Tearing down export barriers that keep *Made in the USA* products off of foreign shelves is a must. Trade promotion authority and the Trans-Pacific Partnership can guarantee that American companies have access to foreign markets and can compete on a level playing field.



Source: Author calculations using data from the International Monetary Fund’s “World Economic Outlook Database,” April 2013, <http://www.imf.org/external/pubs/ft/weo/2013/01/weodata/index.aspx>; and from the World Bank’s “World Development Indicators,” May 2015, Available at: <http://databank.worldbank.org/data/views/variableselection/selectvariables.aspx?source=world-development-indicators>.

**TOPICS**

**TRADE 86**

**END NOTES**

1. John Hawksworth and Danny Chan, "The World in 2050", PwC, February 2015, Accessed May 1, 2015. Available at: <http://www.pwc.com/gx/en/issues/the-economy/the-world-in-2050.jhtml>.