

MARKET SHARE	
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DEVELOPMENT FIELD	Competitive economy and faster economic growth – Increasing competitiveness and promoting entrepreneurial development
DESCRIPTION OF INDICATOR	<p><u>Definition:</u></p> <p>The market share is calculated as the share of Slovenia's exports to its main export markets, which are determined by the size of their shares in Slovenia's exports. For each of them, we calculate the share of Slovenia's goods exports in a given market, i.e. the share of Slovenia's goods exports in the total goods imports of that economy. Shares calculated in this way are aggregated by means of weights arrived at on the basis of the structure of Slovenia's exports to these economies (source: Economic Institute of the Faculty of Law, Gospodarska gibanja, No. 310, November 1999). The IMAD uses Fisher's formula to compute the weighted average.</p> <p>The market share is an indicator of an economy's export competitiveness that shows whether an increase or decline in exports is the result of an improvement or decline in export competitiveness or of an increase or decline in the export market.</p> <p><u>International comparability:</u> The OECD classifies this indicator among indicators of export performance. It calculates it by comparing the real growth of exports in a given country with the real growth of its export markets weighted by the shares of exports of that country to selected economies (weights computed equally as by the IMAD). The faster or slower growth of a given country in comparison with its export markets indicates a change, i.e. an increase or decrease in the market share of this country (source: OECD, Economic Department Working Papers No. 120 and OECD Economic Outlook, Sources and Methods). The IMAD methodology diverges from the OECD methodology because data on the real growth of imports are unavailable for some countries (e.g. for Croatia and Russia).</p> <p><u>Manner of presentation:</u> aggregately for 15 main trading partners</p> <p><u>Unit of measurement:</u> %</p>
SOURCE OF DATA FOR SLOVENIA	<p><u>Institutions:</u></p> <ul style="list-style-type: none"> – SORS (Slovenia's goods exports to individual economies in current EUR or USD) – EUROSTAT, WIIW, U.S. Census Bureau (goods imports of trading partners in current EUR or USD) – calculations by IMAD.

	<i>Updating frequency:</i> annually
AVAILABLE TIME SERIES	1996 – 2006
INTERNATIONAL COMPARISONS	– for individual OECD countries; China; aggregated data for groups of countries: OECD countries, dynamic Asian countries, Asian countries (excluding China and dynamic Asian countries), Latin America, Africa and the Middle East, Central and Eastern European Countries (with the abovementioned limitations regarding comparability; see Description of Indicator); source: OECD Economic Outlook; available at http://www.oecd.org/publications/0,2743,en_2649_201185_1_1_1_1_1,00.html