

USA IMPORT MARKET RESEARCH REPORT 2025



Opportunities for Exporters Across Apparel, Food, Cosmetics, Home Goods & Machinery

Prepared By: Vikram Z Advisors
www.vikramz.net | info@vikramz.net

"Your Pathway to the World's Largest Import Market."

Executive Summary



The United States is the largest import market in the world, importing over USD 3.2 trillion worth of goods annually. With unmatched consumer purchasing power, mature retail networks, and a diverse multi-ethnic population, the USA offers exporters some of the best, most scalable opportunities globally.

Why the USA Is a Top Export Destination

- World's #1 consumer market
- Highly developed supply chain
- Imports goods from over 200 countries
- Strong demand for apparel, cosmetics, food, home décor, machinery
- Rapidly expanding online sales channels (Amazon, Walmart, Shopify)
- Strong sector growth driven by immigration, lifestyle demand, and brand diversity

Key Opportunity Categories

<p>Apparel (HS 61–62)</p> <p>USA remains highly import-dependent</p>	<p>Cosmetics & Beauty (HS 33)</p> <p>Huge market for herbal, natural, clean beauty</p>	<p>Ethnic & Processed Foods (HS 16–21)</p> <p>Driven by Asian, Indian & Hispanic communities</p>
<p>Furniture & Décor (HS 94)</p> <p>Strong demand from real-estate growth</p>	<p>Small Machinery (HS 84–85)</p> <p>SME and automotive components growing</p>	

Why Exporters From India, UAE, Thailand, GCC Are in Demand?

The USA is actively diversifying away from China for cost, reliability, and geopolitical reasons.

Countries like India, Thailand, UAE, Bangladesh, Vietnam, Turkey, Mexico are rapidly increasing their share due to:

- Competitive pricing
- Fast sampling
- Private-label capability
- Niche & ethnic product strengths

Who Should Use This Report

<ul style="list-style-type: none">• Manufacturers• Exporters• Re-exporters (UAE, Singapore)	<ul style="list-style-type: none">• Immigration consultants (E2 Visa, L1, EB2 NIW)• Trade agencies• Amazon & e-commerce brands
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This sample provides a high-level overview. Detailed HS-code, buyer lists, compliance checklists, and cost models are included in the Full Product-Wise Customized Report.

USA Economic & Trade Overview

The USA is a USD 28 trillion economy — the world's largest and most powerful consumer market.



Key Economic Indicators:



Import Dependence:

The USA imports heavily across:

- Consumer goods
- Machinery
- Pharmaceuticals
- Electronics
- Textiles
- Beauty & personal care
- Food products

The USA is also the #1 importer of apparel, #1 importer of cosmetics, and one of the largest importers of processed foods.

USA Import Structure & Key Trading Partners

The United States imports over USD 3.2 trillion worth of goods annually, making it the largest import market in the world.

Its import structure is dominated by:

- Consumer goods
- Industrial machinery
- Electronics
- Vehicles
- Textiles
- Beauty & personal care
- Foods & beverages

Because the USA is a consumer-driven economy with high purchasing power, demand remains stable even in fluctuating global conditions.

USA Top Importing Countries (Share of Total Imports)

Approximate breakdown:

Rank	Country	% Share	Strength
1	China	~16%	Consumer goods, electronics, apparel
2	Mexico	~14%	Automotive, electronics, food
3	Canada	~13%	Energy, vehicles, machinery
4	Japan	~5%	Vehicles, machinery
5	Germany	~4%	Vehicles, pharma, precision goods
6	Vietnam	~3%	Apparel, electronics, footwear
7	South Korea	~3%	Electronics, autos
8	India	~2%	Apparel, home goods, pharma, jewelry
9	Thailand	~1.5%	Electronics, auto parts, foods
10	UK, Italy, France	Collective ~5%	Luxury, pharma, machinery

📄 Detailed country-wise import value by HS code is available in the Full Product-Wise Customized Report.

Key USA Import Characteristics

Imports across all industries

The USA imports more categories than any country: Apparel, Cosmetics, Processed foods, Electronics, Engineering machinery, Furniture, Toys, Pharmaceuticals

Multi-ethnic consumer market

USA has one of the world's largest: Indian diaspora, Hispanic community, Chinese & Vietnamese community, Middle Eastern & African communities. This drives massive ethnic product demand.

Economy structured for outsourcing

The USA outsources manufacturing heavily due to: High domestic labor cost, Preference for global sourcing, Faster scalability, Private label brands dominating retail

USA's Biggest Import Hubs (By Category)

1

China

- Consumer electronics
- Apparel & accessories
- Home goods
- Toys
- Furniture

2

Mexico

- Automotive
- Electronics assembly
- Food & beverages
- Household goods

3

Vietnam

- Apparel (huge volume)
- Footwear
- Electronics
- Bags

4

India

- Apparel
- Home textiles
- Jewelry
- Ayurvedic & herbal products
- Processed foods

5

Thailand

- Electronics components
- Auto parts
- Seafood & foods
- Natural cosmetics

6

UAE (Re-export hub)

- Beauty & skincare re-exports
- Perfumes
- Food re-exports
- Luxury goods

📄 Full competitive mapping & country-wise buyer demand available in Full Customized Report.

Top Import Categories (HS-Level Breakdown)

The United States imports an unprecedented variety of goods across hundreds of HS codes. However, a few major categories dominate the market due to:

- Large retail networks
- High disposable income
- Outsourced manufacturing model
- Expanding immigrant communities
- Strong private-label demand

This section breaks down the key HS categories with strong growth and high import dependence.



Overview of USA's Import Reliance by HS Category

HS Code	Category	Import Reliance	Opportunity Level	Comment
HS 84–85	Machinery & Electronics	Very High	Medium	Competitive market
HS 87	Vehicles & Auto Parts	High	Low	Dominated by Mexico, Japan, Germany
HS 30	Pharmaceuticals	Very High	Low	Strict compliance
HS 61–62	Apparel & Clothing	Very High	Very High	USA imports most apparel
HS 33	Cosmetics & Beauty	Very High	Very High	One of the world's largest markets
HS 94	Furniture	High	High	Strong demand from housing boom
HS 16–21	Processed Foods	High	Very High	Driven by ethnic communities
HS 64	Footwear	Very High	Very High	USA imports >95% of footwear
HS 71	Jewelry	High	High	Gold & silver jewelry demand high

APPAREL & CLOTHING (HS 61–62)

USA is the #1 importer of apparel globally.

Key segments:

- T-shirts, polos, hoodies
- Activewear & athleisure
- Denim
- Kidswear
- Women's fast-fashion
- Modest wear
- Workwear uniforms

Top supplying countries:

- China
- Vietnam
- Bangladesh
- India
- Indonesia

Opportunities for exporters:

- Private-label garments
- Quick-turn fashion
- Modest wear
- Athleisure
- Denim
- Small MOQ (boutique stores)

❑ Full fabric-level, category-level HS analysis is available in the Full Product-Wise Customized Report.

COSMETICS & PERSONAL CARE (HS 33)

The USA is a USD 100+ billion beauty market with explosive growth in:

- Herbal & natural skincare
- K-beauty & J-beauty alternatives
- Organic & clean beauty
- Unisex grooming
- Fragrances
- Body care
- Hair oils & treatments
- Ayurvedic & spa products

Top import sources:

- South Korea
- France
- China
- India
- Thailand

Biggest gaps in the market:

- Ayurvedic beauty
- Herbal hair oils
- Organic handmade soaps
- Halal cosmetics
- Perfumes (UAE is rising)

❑ Detailed ingredient analysis, CNF guidance, and importer segmentation are included in Full Customized Report.

PROCESSED FOODS (HS 16–21)

The USA has one of the world's largest ethnic food markets.

High-growing food categories:

- Ready-to-eat meals
- Asian noodles & snacks
- Thai curries & pastes
- Indian snacks & spices
- Middle Eastern foods
- Frozen seafood
- Beverages & juices

Top supply regions:

India, Thailand, Mexico, Vietnam, Turkey, Philippines

Demand drivers:

340M population

Rapid immigration

E-commerce grocery

High acceptance of global cuisines

❑ Full CFIA-style compliance, bilingual label templates, SKU-demand mapping available in Full Customized Report.

Additional High-Opportunity Categories

FURNITURE & HOME DÉCOR (HS 94)

One of the fastest-growing categories due to: Home renovation boom, Real estate trends, Remote working culture, E-commerce furniture brands

Top imported items: Sofas, chairs, Dining sets, Cabinets, Mattresses, Home décor & lighting, Rugs & carpets

LIGHT MACHINERY (HS 84–85)

USA heavily depends on imported: Small industrial machinery, Home appliances, Automotive components, Electronic devices

Opportunities for: India (engineering goods), Thailand (electronics), UAE (re-export goods)

FOOTWEAR (HS 64)

USA imports 95%+ of its footwear.

Major categories: Athletic footwear, Sandals, Leather shoes, Children's shoes, Fashion footwear

JEWELRY & GEMS (HS 71)

Massive demand for: Gold jewelry, Silver jewelry, Diamonds, Fashion jewelry

Top suppliers: India (major leader), UAE, Italy, Turkey

❑ Retailer requirements, pricing benchmarks, material-level demand, and certification roadmaps included in Full Product-Wise Customized Report.

Fastest Growing Import Opportunities (USA 2025)

The USA is the most diverse consumer market in the world, creating high-growth opportunities across multiple sectors. Demand is driven by:

- High disposable income
- Massive immigrant population
- Strong e-commerce adoption
- Premium private-label buying
- Search for China alternatives
- Fast fashion & lifestyle trends

Based on import data analysis and consumption behavior, the following are the fastest-growing, highest-profit opportunity sectors.



APPAREL & ATHLEISURE (HS 61–62)

USA Opportunity Level: ★★★★★ (VERY HIGH)

USA's apparel imports cross USD 115+ billion annually, making it the world's largest clothing importer.

Why this category is booming:

- Athleisure & gymwear explosion
- Fast-fashion supply chain
- Apparel diversification away from China
- Rising demand in California, New York, Texas
- Small-MOQ boutique brands increasing

High-demand item segments:

- Activewear sets
- Oversized T-shirts & hoodies
- Modest wear & abayas
- Kids & babywear
- Uniforms & workwear
- Streetwear
- Private-label fashion

📄 Product-line-level demand forecasting and price-band analysis available in Full Customized Report.

NATURAL, CLEAN & AYURVEDIC COSMETICS (HS 33)

USA Opportunity Level: ★★★★★ (VERY HIGH)

The USA beauty market is worth \$100+ billion and is shifting rapidly toward:

- Herbal skincare
- Organic ingredients
- Ayurvedic products
- Unisex grooming
- Hair oils
- Halal-certified products
- Vegan cosmetics

Strong import growth from:

India (herbal, ayurvedic), Thailand (spa & organic cosmetics), UAE (perfumes & fragrance oils)

High-demand items:

- 🧴 Serums
- 🧴 Face oils
- 🧴 Vitamin C products
- 👤 Hair growth oils
- 🧼 Handmade soaps
- 🧼 Natural scrubs
- 🧴 Herbal shampoos

📄 Complete INCI ingredient comparison & Amazon USA trend report available in Full Customized Report.

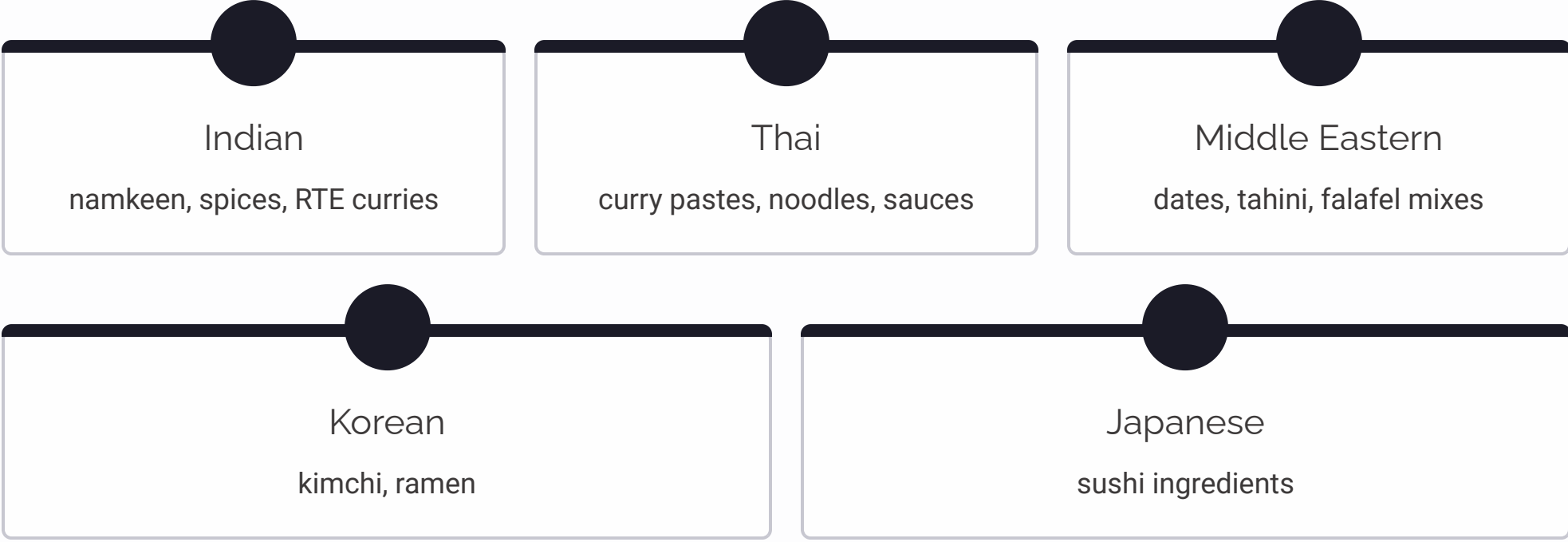
ETHNIC & PROCESSED FOODS (HS 16–21)

USA Opportunity Level: ★★★★★ (VERY HIGH)

The USA's ethnic food industry is one of the fastest growing due to:

- 340M+ people
- 60M+ Hispanic population
- 5M+ Indians
- 4M+ Chinese
- 4M+ Filipinos
- 2M+ Arab population
- Massive student & immigrant community

Fastest-growing ethnic food categories:



E-commerce food boom:

Amazon Fresh, Instacart, Walmart Grocery, Asian grocery delivery apps

📄 CFIA-style label templates, FDA compliance, and SKU-wise demand patterns included in Full Customized Report.

Additional High-Growth Categories

<div></div> <div>HOME FURNITURE & DÉCOR (HS 94) Opportunity Level: ★★★★★ (HIGH) Demand driven by: Home renovation boom, Airbnb & rental growth, Remote working, Social media interior trends</div>	<div></div> <div>FOOTWEAR (HS 64) Opportunity Level: ★★★★★ (HIGH) USA imports over 95% of its footwear. High-demand: Sneakers & sports shoes, Fashion footwear, Sandals, Children's shoes, Work boots</div>
<div></div> <div>JEWELRY & ACCESSORIES (HS 71) Opportunity Level: ★★★★★ (HIGH) USA is the world's largest consumer of: Diamond jewelry, Gold jewelry, Fashion accessories, Silver ornaments</div>	<div></div> <div>PET CARE PRODUCTS Opportunity Level: ★★★★★ (HIGH) Pet products import boom: Organic shampoos, Pet treats, Pet grooming tools, Pet apparel, Pet toys</div>
<div></div> <div>ORGANIC & HEALTH FOODS Opportunity Level: ★★★★★ (HIGH) Trending: Organic teas, Sugar-free snacks, Gluten-free foods, Herbal supplements, Vegan snacks</div>	<div></div> <div>SMALL MACHINERY & ENGINEERING (HS 84–85) Opportunity Level: ★★★ (MEDIUM–HIGH) Demand rising for: Industrial tools, Automotive parts, Electrical appliances, Engineering goods</div>

USA E-COMMERCE GROWTH (CRITICAL INSIGHT)

E-commerce drives 45–60% of import demand in many categories.

Top platforms:

- Amazon USA
- Walmart
- Etsy (for décor & handmade)
- Shopify brands
- TikTok Shop (fast-growing)

Growth segments:

- Beauty
- Apparel
- Home décor
- Pet products
- Foods & beverages

📄 Amazon USA FBA demand, competition analysis, and keyword data included in Full Customized Report.

Regulatory Environment & Import Compliance

USA import compliance is governed mainly by:

- CBP (Customs & Border Protection)
- FDA (Food & Drug Administration)
- USDA (Agriculture)
- FTC (Federal Trade Commission)
- CPSC (Consumer Product Safety Commission)
- FCC (Electronics)

The USA has strict but transparent compliance rules. If exporters follow correct labeling, documentation, and safety requirements, entry is smooth and fast.



CBP (Customs & Border Protection) Requirements — All Products

CBP manages: HS classification, Duties & taxes, Country-of-origin marking, Entry documentation, Safety enforcement

Mandatory documents for ALL shipments:

- Commercial Invoice
- Packing List
- Bill of Lading / Airway Bill
- Country of Origin Mark
- HS Code declaration
- Manufacturer's details
- Compliance certificates (if applicable)

CBP Red Flags (Shipments Delayed If...)

Missing COO mark

Incorrect HS code

No FDA approval (for food/cosmetics)

Undervaluation







Incorrect label claims

☐ Detailed HS code mapping & CBP documentation templates are included in the Full Customized Report.

FDA COMPLIANCE — Food, Beverages, Cosmetics & Supplements

FDA controls all: Food, Beverages, Dietary supplements, Cosmetics, Medical devices, OTC drugs

A. Food & Beverages — Strict FDA Requirements

	
Facility registration (FDA FCE)	Prior Notice (mandatory for every shipment)
	
Ingredient list	Nutritional facts
	
Allergen declaration	Batch & lot numbers

Label must include:

- Name of food
- Net quantity
- Ingredients list
- Nutrition Facts Panel
- Manufacturer/packer/distributor details
- Country of origin

High-risk foods:

Seafood, Dairy, Meat products, Low-acid canned food, Spices (due to contamination risks)

☐ Full FDA food label templates + Prior Notice guide included in Full Customized Report.

B. Cosmetics — FDA & FTC Joint Oversight

FDA regulates cosmetic safety. FTC regulates labeling & marketing claims.

Mandatory for cosmetics:

- Full ingredient list (INCI format)
- No misleading claims
- Proper allergen declaration
- Batch & lot numbers
- Safety responsibility statement

Prohibited claims:

- "Cures acne"
- "Heals skin disease"
- "Medicinal effects"

Allowed cosmetic claims:

- Hydrating
- Nourishing
- Softening
- Moisturizing
- Brightening (within limits)

☐ Complete INCI labeling guide + Cosmetic Registration steps included in Full Customized Report.

C. Dietary Supplements — Strict FDA Oversight

USA supplement market is huge but regulated.

Requirements:





- Supplement Facts Panel
- Ingredient list
- FDA facility registration
- cGMP-compliant manufacturing
- No medical claims

High-demand imported supplements:

Herbal powders, Ayurvedic mixes, Immunity boosters, Beauty supplements

☐ FDA supplement compliance + claim guidelines included in Full Customized Report.

Additional Regulatory Bodies

	USDA Requirements — Agricultural & Meat Products For: Spices, Rice, Wheat flour, Lentils, Processed vegetarian items Key requirements: Phytosanitary certificate, Inspection, Approved country of origin, Clean packaging
	FTC LABELING RULES — Apparel, Textiles & General Consumer Goods FTC enforces proper labeling for: Apparel, Textiles, Jewelry, Household goods Mandatory apparel labels: Fiber content, Country of origin, Manufacturer or RN number, Care instructions
	CPSC – Consumer Product Safety CPSC regulates: Toys, Baby products, Electrical goods, Certain home items Requirements: Safety testing, Children's Product Certificate (CPC), Lead content limits, Sharp edge rules, Electrical safety testing
	FCC — For Electronics & Wireless Devices Required for: Bluetooth items, Wireless devices, Radio-frequency products, Consumer electronics Exporters must ensure: FCC ID, RF compliance, Test reports, Label with FCC logo

Country-of-Origin Marking (MANDATORY)

Every product imported to the USA must be marked with COO.

Acceptable:

- "Made in India"
- "Made in Thailand"
- "Made in UAE"

NOT acceptable:

- Only flag icons
- Only brand name
- Sticker that easily peels off

☐ Correct COO placement guide included in Full Customized Report.

USA Label Format Overview (Quick Template)

Every product must show:

1. Product name
2. Net quantity
3. Ingredients/materials
4. Manufacturer/packer/distributor
5. Country of origin
6. Compliance marks (FDA/FTC/CPSC/FCC depending on category)
7. Warnings (if required)

☐ Category-specific template labels included in Full Customized Report.

Common Reasons USA Shipments Get Stopped

- Missing FDA Prior Notice
- Incorrect HS code
- No COO marking
- Non-INCI cosmetic labels
- Undeclared allergens in food
- Electrical items without FCC
- Missing fiber-content label

Exporters who avoid these mistakes can enter the USA smoothly.

Logistics, Ports & Shipping Routes (USA)





The United States has the largest and most sophisticated logistics & port network in the world. USA imports move through a combination of:

- West Coast ports (from Asia)
- East Coast ports (from Europe, Middle East, Africa)
- Gulf ports (from Latin America & Middle East)
- Major air cargo hubs

Shipping to the USA is generally efficient, reliable, and standardized, but costs vary significantly by route and season.

Major USA Seaports (By Volume & Category)

Below are the four primary entry points, which together handle over 60% of all US imports.

	
Los Angeles & Long Beach (West Coast) Location: California Handles: China, Vietnam, Thailand, India, South Korea Best for: Apparel, Electronics, Furniture, Home décor, Toys, Machinery Transit Times: China → LA: 13–18 days India → LA: 26–32 days Thailand → LA: 18–24 days	New York & New Jersey (East Coast) Location: Northeastern USA Handles: Europe, Africa, Middle East, India, Turkey Best for: Cosmetics, Processed foods, Furniture, Apparel (mid–high-end), Jewelry Transit Times: India → NY: 23–30 days UAE → NY: 20–25 days Turkey → NY: 12–15 days
	
Houston (Gulf Coast) Location: Texas Handles: Latin America, Middle East, India Best for: Machinery, Auto parts, Industrial goods, Food & agricultural products, Building materials	Savannah (Southeast USA) Location: Georgia Handles: Europe, Asia (via Suez), Middle East Best for: Furniture, Home décor, Apparel, E-commerce fulfillment centers

- ☐ Port comparison, cost analysis, and best routing suggestions for furniture & décor included in Full Customized Report.

Other Important Ports

Seattle / Tacoma Great for electronics, perishables, Asian goods. Shorter sailing times from North Asia	Miami Hub for Latin American trade. Strong demand for Caribbean, Hispanic and Middle Eastern products
Baltimore Good for vehicles & machinery	Charleston Popular for furniture and textiles deliveries

- ☐ Port suitability by HS category available in Full Customized Report.

Air Cargo Hubs (For Urgent, High-Value, or Small Shipments)

USA's top air cargo hubs:

01 Chicago (ORD) Largest air cargo hub. Ideal for apparel, electronics, perishables	02 Los Angeles (LAX) Asia-focused air cargo center	03 New York (JFK) Best for cosmetics, jewelry, electronics
04 Atlanta (ATL) Huge distribution network. Great for machinery parts and private-label products	05 Miami (MIA) Foods & perishables from Latin America. Strong cosmetic & perfume imports	

- ☐ Air freight cost ranges & cargo category recommendations included in Full Customized Report.

Transit Times — Summary Table

Origin	Destination Port	Approx. Transit Time (Sea)
China	Los Angeles	13–18 days
Vietnam	LA / Seattle	18–24 days
Thailand	LA	18–24 days
India	NY / NJ	23–30 days
India	LA	26–32 days
UAE	NY / Houston	20–28 days
Turkey	NY	12–15 days

- ☐ Product-wise best transit routes are provided in Full Customized Report.

Typical Freight Costs (Sea & Air)

(Estimates vary by season, fuel cost, and demand.)

Sea Freight (40' Container)

- Asia → USA West Coast: \$4,000 – \$7,500
- Asia → USA East Coast: \$6,000 – \$10,000
- Middle East → East Coast: \$4,500 – \$8,000
- India → USA: \$4,800 – \$8,500

Air Freight

- General cargo: \$4 – \$7 per kg
- Cosmetics: \$5 – \$9 per kg
- Express: \$8 – \$12 per kg

- ☐ Customized freight cost inputs for your HS code available in Full Customized Report.

USA Inland Distribution System

USA distribution is built around:

- Large rail networks (LA → Chicago → NY)
- Trucking corridors (Texas, Florida, Midwest)
- 3PL Warehouses (NJ, CA, TX, GA, IL)
- Amazon FBA centers (nationwide)

Best distribution hubs:

Los Angeles, Dallas, Chicago, Atlanta, New York / New Jersey

Key Logistics Advantages of Exporting to the USA

- Highly developed port infrastructure
- Fast customs clearance
- No major corruption issues
- Transparent duties and HS rules
- Strong 3PL & warehousing ecosystem

Exporters face fewer barriers compared to many other markets.

Common Shipping Mistakes Exporters Make

- Selecting the wrong port (e.g., sending furniture to West Coast instead of Savannah)
- Using CIF instead of FOB without cost advantage
- Incorrect HS codes
- Not planning label compliance before shipment
- Missing FDA Prior Notice for food
- Sending cosmetics without INCI labeling

- ☐ Correct port selection for your product category available in Full Customized Report.

Pricing Benchmarks & Landed Cost Calculations

The USA uses a transparent but strict landed-cost model. Understanding the total cost from origin → USA warehouse is essential for:

- Exporters
- Private-label brands
- Amazon sellers
- Distributors
- Immigration business plans (E2, L1, EB2 NIW)

This section provides sample calculations, while full HS-code–specific calculators are included in the Full Product-Wise Customized Report.



USA Landed Cost Formula (Standard)

Landed Cost = (FOB Price + Freight + Insurance) + (Import Duty + MPF + HMF) + (Port Charges + Customs Broker + Trucking)

Components Explained:

- **FOB** → Ex-factory + inland logistics to port
- **Freight** → Sea or air shipping cost
- **Insurance** → Typically 0.3% – 0.5% of CIF
- **Duty** → Based on HS code
- **MPF (Merchandise Processing Fee)** → 0.3464% of value
- **HMF (Harbor Maintenance Fee)** → 0.125% (for sea shipments only)
- **Port Charges** → Terminal handling, documentation
- **Broker Fee** → USD 120–200
- **Domestic Trucking** → USD 150–500 depending on distance

Full category-wise cost calculators available in Full Customized Report.

Typical USA Duty Rates (By Product Category)

Category	HS Code	Approx Duty
Apparel – Knitwear	HS 61	16–32%
Apparel – Woven	HS 62	14–28%
Cosmetics & Skincare	HS 3304	0–6.5%
Hair Oils / Haircare	HS 3305	0–5%
Soaps	HS 3401	0–4%
Furniture	HS 94	0–10%
Processed Foods	HS 16–21	5–16%
Footwear	HS 64	8–30%
Jewelry	HS 71	0–5.5%
Machinery / Tools	HS 84	0–7%

Duty rate by exact HS code + origin: included in Full Customized Report.

USA Extra Import Fees – Mandatory

<div>1</div> <div>MPF (Merchandise Processing Fee)</div> <div>0.3464% of value</div> <div>Minimum: USD 29.66 Maximum: USD 575.35</div>	<div>2</div> <div>HMF (Harbor Maintenance Fee)</div> <div>0.125% of cargo value</div> <div>Only for sea shipments</div>
<div>3</div> <div>Customs Broker Fee</div> <div>USD 120–200 per entry</div>	<div>4</div> <div>Port Handling Charges</div> <div>USD 150–400 depending on port</div>

LANDED COST EXAMPLES (USA)

Below are sample-level calculations for apparel, cosmetics, and food. The full HS-based calculator is available in the Full Customized Report.

Example 1 — Apparel (T-Shirt Exporter → USA)

Origin: India / Bangladesh / Thailand

Input Assumptions:

- FOB Price: \$2.10
- Sea Freight + Insurance: \$0.30 per piece
- Import Duty: 18% (\$0.38)
- MPF: \$0.01
- HMF: \$0.005
- Port + Broker + Trucking: \$0.15 per piece

Total Landed Cost Calculation

FOB:	\$2.10
Freight + Insurance:	\$0.30
Duty (18%):	\$0.38
MPF + HMF:	\$0.015
Port/Broker/Trucking:	\$0.15

Total Landed Cost:	\$2.945 ≈ \$2.95 per piece

USA Retail Price: \$12.99 – \$24.99 (brand dependent)

Importer margin: 35% – 55%

Full apparel HS-wise calculator available in Full Customized Report.

Example 2 — Cosmetics (Face Serum) → USA

Input Assumptions:

- FOB Price: \$1.80
- Air Freight: \$0.65
- Duty (0–6.5%): \$0.09
- MPF: \$0.01
- Port + Handling: \$0.12

Landed Cost Summary

FOB:	\$1.80
Freight:	\$0.65
Duty:	\$0.09
MPF:	\$0.01
Port Handling:	\$0.12

Total:	\$2.67 per unit

Retail Price: \$9.99 – \$19.99

Cosmetics give high margins, especially on Amazon USA.

INCI-compliant cosmetic cost calculator available in Full Customized Report.

Example 3 — Processed Food (Sauce / Curry Paste) → USA

Input Assumptions:

- FOB Price: \$0.90
- Sea Freight Contribution: \$0.22
- Duty: 12% (\$0.108)
- MPF + HMF: \$0.01
- Cool-chain or dry handling: \$0.10

Landed Cost Summary

FOB:	\$0.90
Freight:	\$0.22
Duty:	\$0.108
MPF + HMF:	\$0.01
Port & Handling:	\$0.10

Total Landed Cost:	\$1.338 ≈ \$1.34

Retail Price: \$3.99 – \$7.99

Ethnic foods scale very fast in the USA due to diaspora demand.

FDA Prior Notice + food cost calculator included in Full Customized Report.

Key Price Strategy Insights (USA-Specific)

Apparel must compete on cost + speed
USA has heavy competition; fast sampling is key.

Cosmetics sell premium if branded well
Herbal and clean beauty commands higher margins.

Ethnic foods are high-volume, recurring order items
Especially in New Jersey, Texas, California, and Illinois.

Avoid DDP unless fully experienced
Many exporters lose money due to hidden US inland charges.

For Amazon sellers — packaging & FBA fees impact final pricing
Many exporters prefer to ship directly to FBA warehouses.

Amazon FBA fee impact model is available in Full Customized Report.

Market Entry Strategy for Exporters (USA)

The United States is the world's most competitive and rewarding import market. Exporters who enter with the correct strategy can scale rapidly through:

- Importers & distributors
- E-commerce brands
- Amazon FBA
- Retail chains
- Ethnic networks
- Private-label buyers

This section outlines a step-by-step USA market entry roadmap that manufacturers, exporters, and trade agencies can follow.



USA Market Entry Pathways (Overview)

Exporters can enter the USA through five primary routes:

01	02	03
Importers & Distributors (fastest & easiest)	Wholesalers	Retail Chains (target in second stage)
04	05	
E-commerce (Amazon, Walmart, Shopify)	Ethnic Community Retailers	

Each pathway has different requirements, MOQs, and compliance expectations.

Pathway 1 — Importers & Distributors (BEST ENTRY OPTION)

This is the most recommended entry point for new exporters.

Why?

- Low MOQ
- Fast decision-making
- They handle FDA, customs, and compliance
- Strong nationwide distribution
- High repeat orders

USA importers prefer:

- FOB or EXW pricing
- Quick sample dispatch
- FDA/FTC/CPSIA-ready labels
- Competitive cost
- Consistent quality

Best product categories for this pathway:

Apparel, Cosmetics, Ethnic foods, Furniture, Small machinery, Beauty & grooming products

☐ Full importer list available in the Full Customized Report.

Pathway 2 — Wholesalers & Regional Distributors

Wholesalers supply: Small shops, Boutiques, Ethnic retailers, Online resellers

Advantages:

- Low entry barriers
- Quick onboarding
- High diversity of product categories
- No complex legal contracts

Best for:

- Home décor
- Apparel
- Beauty
- Kitchenware
- Packaged foods

Wholesalers often place repeated monthly orders.

Pathway 3 — Retail Chains (SECOND PHASE ENTRY)

Large retailers include: Walmart, Target, Costco, Home Depot, Sephora & Ulta, TJ Maxx, Best Buy

Advantages:

- Very large volumes
- Long-term contracts
- National visibility

Challenges:

- High compliance
- Strict packaging standards
- EDI system
- Long decision cycles
- Vendor onboarding requirements

Retail entry is recommended only AFTER building importer/wholesaler success.

Pathway 4 — E-Commerce (Amazon USA, Walmart, Shopify)

USA e-commerce is the largest in the world, and for many exporters this is the biggest opportunity.

Suitable for:

- Cosmetics
- Supplements
- Home décor
- Kitchen items
- Pet products
- Apparel (specialty categories)
- Organic foods

Growth drivers:

2.5B

Amazon USA
Monthly visitors

45%

E-commerce Share
Of import demand in many categories

Requirements:

- UPC/EAN codes
- FDA/FTC label compliance
- High-quality packaging
- Amazon FBA-friendly units

☐ Amazon USA entry model, keyword analysis, and category insights included in Full Customized Report.

Pathway 5 — Ethnic Community Retailers (VERY HIGH POTENTIAL)

The USA has large ethnic consumer bases: Indian / South Asian, Hispanic, Chinese, Filipino, Middle Eastern, African

Ethnic stores prefer:

- Small MOQ
- Fast-moving items
- Foods, cosmetics, décor, apparel
- Reasonable pricing
- Strong packaging

Why this segment is powerful:

- Very high repeat orders
- Low compliance complexity
- Open to new suppliers
- Less price-sensitive than mainstream retail

This is one of the easiest entry points for Indian, UAE, and Thai exporters.

What USA Buyers Expect (Non-Negotiable)

Fast response time
USA buyers expect replies within 12–24 hours.

High-quality packaging
Premium packaging strongly influences decisions.

Accurate labeling
FDA / FTC / CPSC compliance is crucial.

Competitive yet realistic pricing
USA buyers understand duty rates and cost structures.

Consistent quality standards
USA buyers do not tolerate product variation.

Sample-first culture
Deals are only finalized after checking physical samples.

USA Market Entry Roadmap (Step-by-Step)

STEP 1 — Product Validation

Identify category demand, Compare pricing, Review competitor offerings, Analyze Amazon trends

STEP 2 — Compliance Preparation

FDA / FTC / CPSC, Label templates, HS code confirmation, COO marking, Packaging requirements

STEP 3 — Create USA Export Pack

Include: Company profile, Product images, Pricing sheet, MOQ & lead time, Compliance-ready labels, Certifications (if needed)

STEP 4 — Sample Dispatch

Usually via DHL / FedEx with low declared value.

STEP 5 — Importer Outreach (30–50 buyers)

Targets: California, New York / New Jersey, Texas, Florida, Illinois, Georgia

STEP 6 — Trial Order

Typical: Apparel: 800–3,000 pcs | Foods: 1–2 pallets | Cosmetics: 300–800 units | Home décor: 0.5–1 CBM

STEP 7 — Performance Review

Importer checks: Quality, Packaging, Sales movement, Consumer feedback

STEP 8 — Scale Up (3–6 months)

Expand product catalog, Approach regional wholesalers, Launch Amazon FBA, Target retail chains

Key USA Buyer Behaviors to Understand

They prefer private-label options
USA retailers love having their own brand.

They test market with small initial orders
Then scale rapidly if successful.

They value packaging MORE than price
Packaging determines shelf appeal.

They expect strict regulatory compliance
Non-compliance leads to product rejection.

They will reorder if your supply chain is reliable
Trust = long-term business.

Common Mistakes Exporters Make (And Must Avoid)

- Sending non-FDA compliant labels
- Poor email communication
- Overpricing based on local market assumptions
- Not understanding US duties/fees
- Not maintaining product consistency
- Late sample dispatch
- Shipping to the wrong port
- Improper HS classification

☐ Correct product-wise compliance & port selection guidance available in the Full Customized Report.

With the right strategy, exporters can build a thriving USA business within 6-12 months.