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DUMPING CALCULATION METHODOLOGY IN THE FOOTWEAR INDUSTRY IN PERU: A PROPOSAL TO STRENGTHEN FAIR COMPETITION

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ABSTRACT: Dumping, a form of unfair trade, significantly impacts domestic industries by creating uneven competition. This study aims to design a dumping calculation methodology that incorporates significant market distortions to protect Peru's footwear industry. Using both quantitative and qualitative methods, the research assessed dumping margins, antidumping measures, and economic indicators like employment and production. Results show the current anti-dumping methodology inadequately addresses market distortions, reducing its effectiveness. A 20% drop in formal employment and a 30% decline in national footwear production were linked to undervalued imports. Additionally, trade liberalization, without effective antidumping measures, exacerbated the problem. The findings highlight the need to enhance antidumping methodologies through adjustments in normal value calculations and stronger implementation to ensure fair competition and sustain Peru's footwear industry.

Keywords: dumping, international trade, economic policy, footwear industry, unfair completion.

INTRODUCTION

Dumping is an unfair practice in international trade, where exporters sell products at prices below the normal value or cost of production in the market of origin. According to Tansa Amalia et al. (2024), dumping seriously affects destination markets, harming local producers by generating unequal competition and destabilizing the international market balance. On the other hand, Pribadi and Gautama (2023) emphasize that the Acuerdo General sobre Aranceles Aduaneros y Comercio (GATT) and the Organización Mundial del Comercio (OMC) consider dumping a practice contrary to the rules of fair trade, allowing antidumping measures to protect the affected national economies. These definitions enable the

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understanding of the relevance of analyzing dumping in a globalized context and the necessity of implementing effective methodologies for its regulation.

The importance of this study is based on recent findings that demonstrate the need to adapt antidumping methodologies to the specific realities of emerging markets. Van Vaerenbergh and Reinhold (2021) emphasize that the incorporation of significant distortions in normal value calculations strengthens trade defense capacity, allowing for more effective protection of domestic industries against unfair international trade practices. Complementarily, Lourenço et al. (2021) point out that, in Latin America, the impact of antidumping measures is conditioned by their alignment with domestic market structures, warning that their effectiveness may be limited if they are not adequately contextualized according to the particularities of each economic sector. This evidence supports the methodological proposal of this study as a strategic tool to guarantee fair competition in the Peruvian footwear industry.

The methodology for calculating dumping refers to a set of technical procedures used to determine whether a product is sold in a foreign market at a price below its normal value, thus causing distortions in competition. First, Prusa and Vermulst (2019) explain that this calculation is based on comparing the export price with a given normal value, which can be adjusted to reflect specific market situations when economic distortions exist. On the other hand, Serences and Kozelová (2021) highlight that the method can include practices such as price discrimination and the comparison of production costs in non-intervened markets, which helps to determine the dumping margin objectively. Finally, Wang and Choi (2021) argue that the methodology should be consistent with OMC regulations and, at the same time, ensure that market distortions do not artificially inflate dumping margins, generating unnecessary trade disputes.

Dumping continues to represent a significant problem in international trade, negatively affecting local markets and the domestic industry. First, Wang et al. (2019) indicate that antidumping measures imposed against China have limited its participation in global value chains, reducing its competitiveness and position in international trade (Wang et al., 2019). On the other hand, Zhou and Peng (2021) highlight that antidumping measures are often used

as a political tool instead of being strictly trade balancing mechanisms, which generates tensions and distortions in the global market. Likewise, Yustiawan (2020) points out that the implementation of dumping practices generates considerable financial losses to local industries, in addition to hindering the development of key sectors in emerging economies. In turn, Schiavo et al. (2020) show how Chinese products, when targeted by antidumping measures by the United States and the European Union, experience a decrease in exports and a marginal rise in prices, harming both producers and consumers. Finally, Silberberger et al. (2022) warn that the negative effects of dumping persist even after antidumping measures are removed, preventing trade relations from regaining previous levels of stability.

Several recent studies in Latin America have highlighted the problematic effects of dumping on international trade and its economic impacts. First, Lourenço et al. (2021) highlight that the imposition of antidumping measures in Latin America has generated a significant increase in the market power of certain protected industries, negatively affecting competition and the strategic behavior of companies. On the other hand, in a study focused on the Peruvian market, Del Castillo and Ventura (2021) analyzed the relationship between intangible capital and export performance, showing how the lack of effective antidumping policies can erode the competitiveness of key industries such as textiles. Finally, Suarez-Rivadeneira et al. (2024) show that, in regions of northern Peru, inadequate solid waste management and the lack of effective trade policies amplify the economic vulnerabilities of industrial sectors already affected by dumping practices.

In the context of international trade, the application of antidumping measures has had varying results in developing countries. For example, Ciani and Stiebale (2024) found that antidumping measures applied in Peru have differentiated effects depending on the origin of imports: while barriers against China raise prices and reduce exported volumes, measures against competitors from middle-income countries generate an increase in exported quantities due to economies of scale.

This study aims to address a critical problem: unfair competition caused by dumping in the Peruvian footwear industry. In this sense, the general aim is to critically analyze the dumping calculation methodology used in Peru, proposing technical adjustments that incorporate

significant market distortions, in order to strengthen fair competition between domestic producers and foreign footwear suppliers. The specific aims allow analyzing, in a structured manner, the factors that affect the determination of the dumping margin, such as normal value, anti-dumping duties, domestic production, and the impact of the free market. They also justify the need to strengthen trade regulations through quantitative and qualitative evidence. This will contribute to industrial sustainability and the formulation of more effective public policies. Taken together, the aims respond to an urgent demand for economic protection under technical parameters aligned with fair trade.

METHODOLOGY

The methodology used in this study is based on a quantitative approach of non-experimental design, where the retrospective observation technique has been used, with the objective of analyzing and proposing improvements in the calculation of dumping to protect the footwear industry in Peru. For the analysis of the data, the Excel office automation tool was used for both quantitative and qualitative analysis. This structured approach made it possible to offer recommendations to guarantee fair competition and protect the Peruvian footwear industry from unfair practices in international trade.

The study population consisted of 1,866,488 records of customs declarations (DAM) of footwear imported into Peru, organized into 21 tariff headings. From this base, a sample was selected focusing on 15 items with the highest import volume and which have been subject to anti-dumping duties, mainly from China, in the period 2010-2019. This represents a total of 763,507 DAM records analyzed. The information was compiled through documentary review, consultation of specialized literature, statistical analysis, and collection of time series data for the period 2010-2019, from institutions such as INDECOPI and SUNAT. The data were classified, systematized, and tabulated using Microsoft Excel. For the econometric analysis, VAR models were estimated using the generalized least squares method (GLSM), and the error correction model (ECM) were used, in addition to the General Linear Model and the two-stage least squares method (2SLS), implemented in Stata software.

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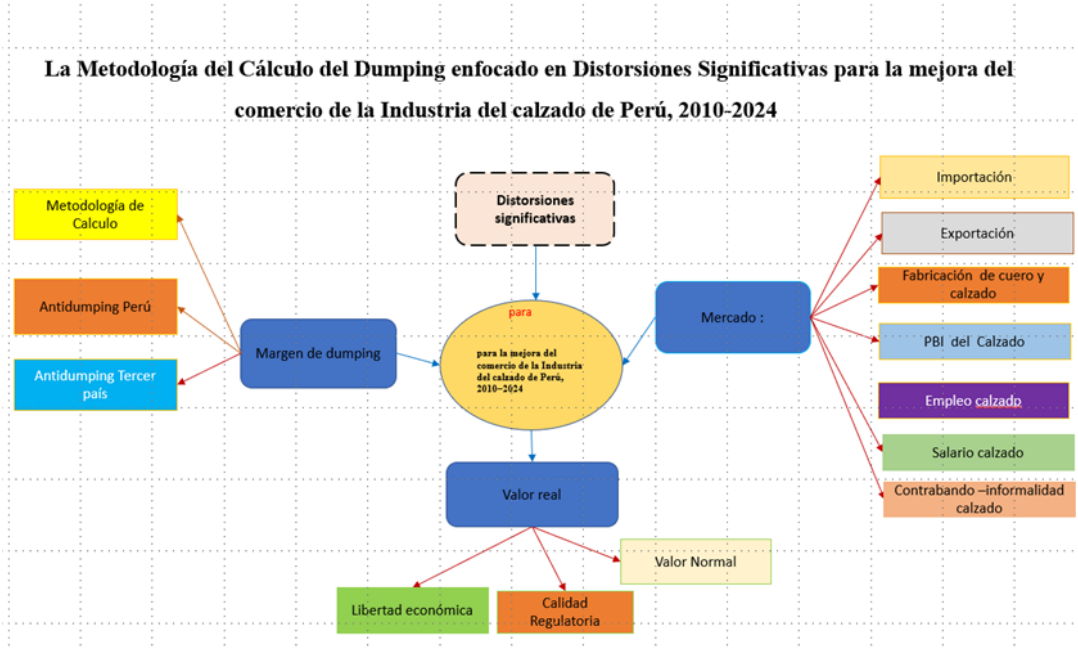
RESULTS

A desk and statistical analysis was conducted on dumping margins on footwear imports between 2010 and 2019, using data from the 15 tariff headings analyzed (Figure 4). Systematic comparisons between export prices and normal value were applied, incorporating specific adjustments to correct for significant distortions arising from state subsidies or uncompetitive market conditions (Figure 5). Next, the effectiveness of antidumping measures was examined by studying the evolution of customs duties collected by Customs (Figures 2 and 3), which made it possible to identify inconsistencies in the implementation and enforcement of these policies over time. At the same time, key socioeconomic indicators, such as formal employment in the footwear sector and national production at constant prices (Figures 6 and 7), were evaluated to demonstrate the impact of dumping on the decrease in employment (-20%) and the fall in production (-30%). This quantitative evaluation was complemented with an analysis of free market conditions, using as a reference the evolution of applied tariff rates and the sector's trade balance (Figures 8 and 9). This analysis showed how trade liberalization, without effective antidumping mechanisms, has favored the entry of undervalued products, negatively affecting the competitiveness of local producers.

The antidumping methodology applied in Peru fails to adequately capture significant market distortions, which limits its ability to ensure fair competition and protect the domestic footwear industry.

Figure 1

The methodology of the dumping calculation, focusing on significant distortions



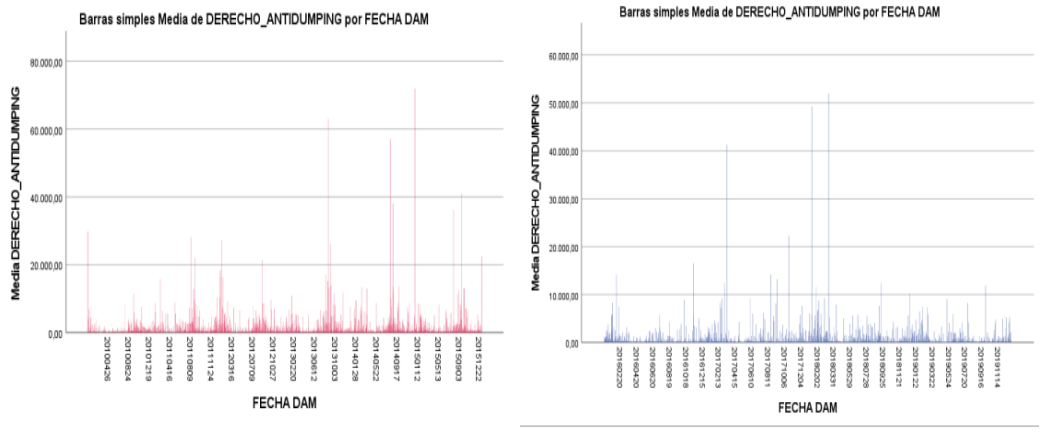
Note. Prepared by the authors.

Figure 1 shows the methodology for calculating dumping with a particular focus on significant distortions, a key aspect in the analysis of unfair international trade practices. This approach highlights that, in markets where there are state interventions, subsidies, or non-competitive conditions, domestic prices do not reflect the real value of the products, which distorts the comparison with export prices. The proposed methodology includes specific adjustments to correct such market anomalies, allowing the determination of a more representative normal value to ensure an objective assessment of the dumping margin. By focusing on these distortions, the figure demonstrates that a proper dumping calculation is essential to protect the domestic industry, such as the Peruvian footwear industry, from unfair competition generated by exporters from countries with interventionist economies. In conclusion, the figure underlines the importance of adapting traditional methodologies, incorporating corrective factors to ensure fair and equitable competition in the domestic market.

On the anti-dumping duty: the anti-dumping measures applied have not been sufficient to reduce the effects of dumping in the local market, due to deficiencies in the calculation of the dumping margin and in the implementation of tariff duties.

Figure 2

Total antidumping duties collected by Customs from January 2010 to December 2019



Note. Prepared by the authors.

Figure 2 provides a detailed representation of the total anti-dumping duties collected by Peruvian Customs over the period from January 2010 to December 2019. This graph is crucial, as it reflects the evolution of antidumping measures as a trade defense tool implemented by the Peruvian State in a context of increasing unfair international competition, particularly in the footwear industry.

First, there is a fluctuating trend in the collection of antidumping duties during the decade analyzed. This behavior is not random; rather, it responds to the structural dynamics of international trade and the implementation of trade policies by the government. For example, periods of significant increases in collection presumably coincide with the imposition of stricter antidumping measures on imports from countries with significant market distortions, such as China, the main exporter of footwear to Peru.

On the other hand, in certain years, the decrease in collected duties can be attributed to factors such as the reduction in the application of anti-dumping duties, the expiration of provisional or definitive measures, or the decrease in the volume of imports under analysis. The latter could be due to both the strategies of foreign exporters to redirect their products to other

markets and to the response of the Peruvian market, which may have resorted to commercial alternatives to mitigate the impact of unfair imports.

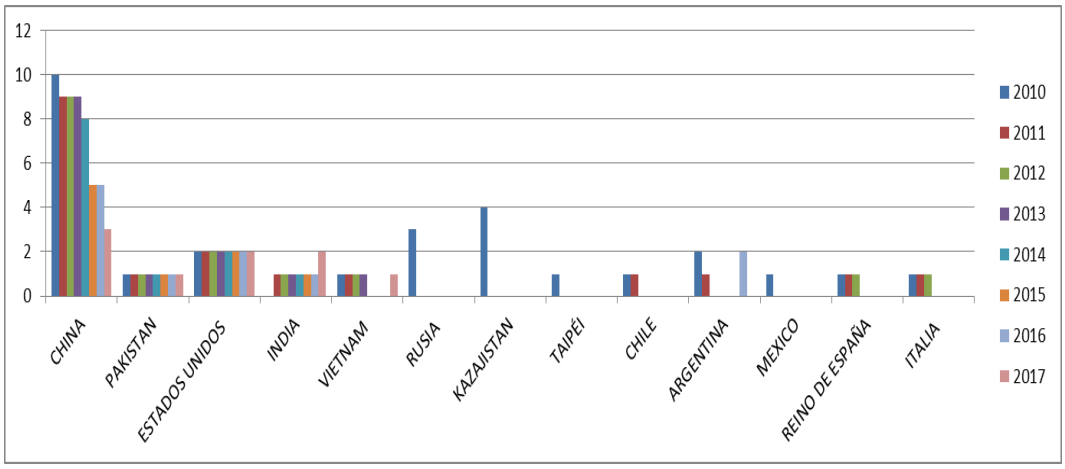
A deeper analysis reveals that the variation in anti-dumping duties collected is also correlated with the institutional capacity of the agencies in charge of implementing and overseeing these measures. In this sense, the strengthening of Customs and entities such as INDECOPI is essential to ensure that antidumping duties are applied efficiently and that they fulfill their purpose of protecting the domestic industry.

Consequently, the information presented in Figure 2 suggests that, although anti-dumping measures have generated relevant revenues for the Peruvian State and have been a defense tool against unfair practices, important challenges remain. These include the need for a more robust dumping margin calculation methodology that takes into account significant distortions in the countries of origin, as well as more effective enforcement to prevent undervalued products from continuing to enter the domestic market.

In conclusion, the figure not only shows the collection of anti-dumping duties but also invites us to reflect on the effectiveness and scope of the policies implemented. A proper interpretation of these data can serve as a basis for future proposals to improve trade defense, with the aim of protecting the domestic footwear industry and promoting a fair and competitive market in Peru.

Figure 3

Countervailing antidumping duties in Peru (2010-2017)



Note. Prepared by the authors.

Figure 3 shows the evolution of the countervailing anti-dumping duties applied in Peru between 2010 and 2017. During this period, an oscillating trend is observed, where certain years show significant increases, while others show evident reductions. This behavior is closely linked to the implementation and review of anti-dumping measures, particularly on footwear imports from economies with significant distortions, such as China.

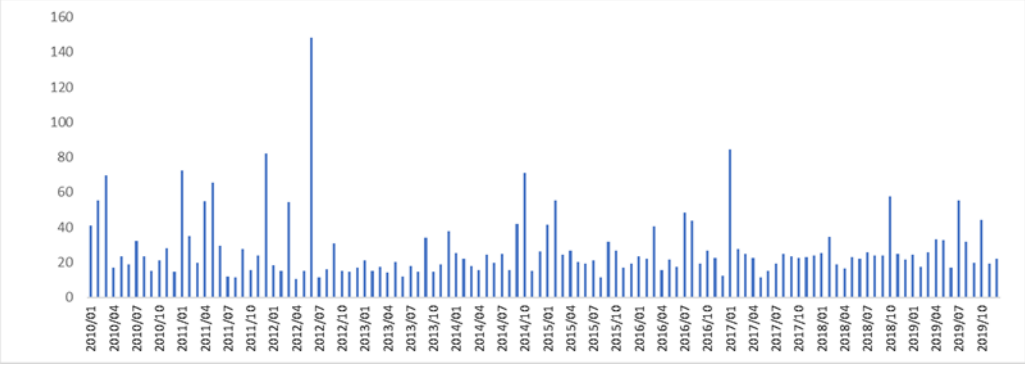
The peaks in collections reflect increased enforcement and the adoption of antidumping policies aimed at counteracting injury caused to the domestic industry. On the other hand, decreases could be associated with the expiration of existing measures, failures in enforcement or the displacement of exports to other markets.

In conclusion, the anti-dumping duties, although effective in specific periods, show limitations in terms of continuity and scope. Therefore, it is essential to strengthen their application and monitoring to ensure the sustained protection of the Peruvian industry against unfair trade practices.

On the normal value: an underestimation of the normal value of footwear imports from China was identified, which makes a fair comparison with domestic products difficult and exacerbates the impact of dumping.

Figure 4

Average Dumping Margin (%) January 2010- December 2019 of the 15 analyzed items

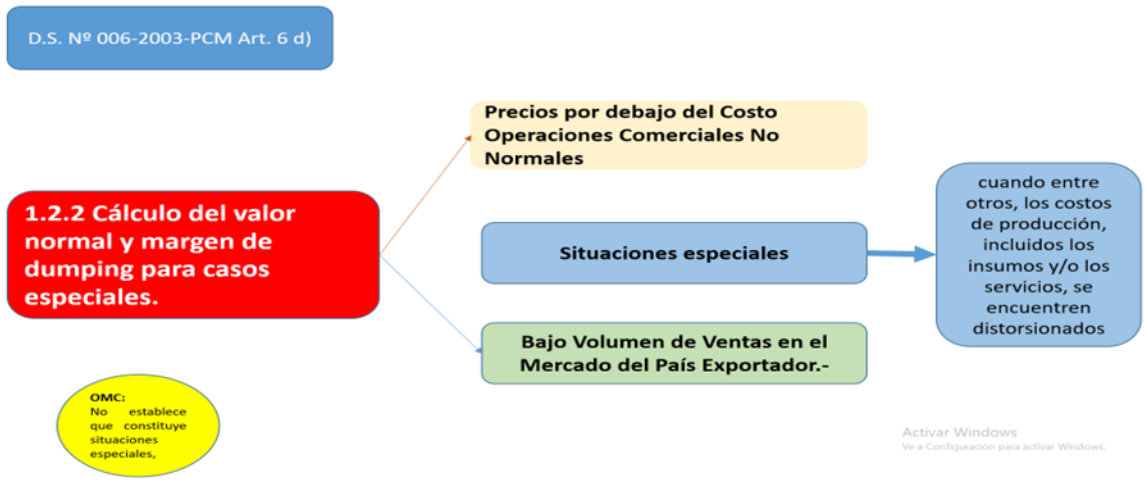


Note. Prepared by the authors.

Figure 4 presents the evolution of the average dumping margin (%) corresponding to the 15 footwear tariff items analyzed between January 2010 and December 2019. It is evident that, throughout the decade, dumping margins show persistently high values, which confirms the existence of unfair practices in international trade that directly affect the Peruvian domestic footwear industry. These margins reflect the ability of foreign exporters, particularly from countries with significant market distortions, to place products in Peru at prices well below normal value, generating unfair competition. This trend not only harms local producers by reducing their competitiveness and profitability, but also increases the trade deficit and affects employment generation in the sector. In conclusion, the high dumping margins identified in the items analyzed reaffirm the urgency of strengthening anti-dumping measures, adjusting their calculation and application to protect the domestic industry and ensure fair competition in the Peruvian market.

Figure 5

Calculation of normal value and dumping margin for special cases



Note. Prepared by the authors.

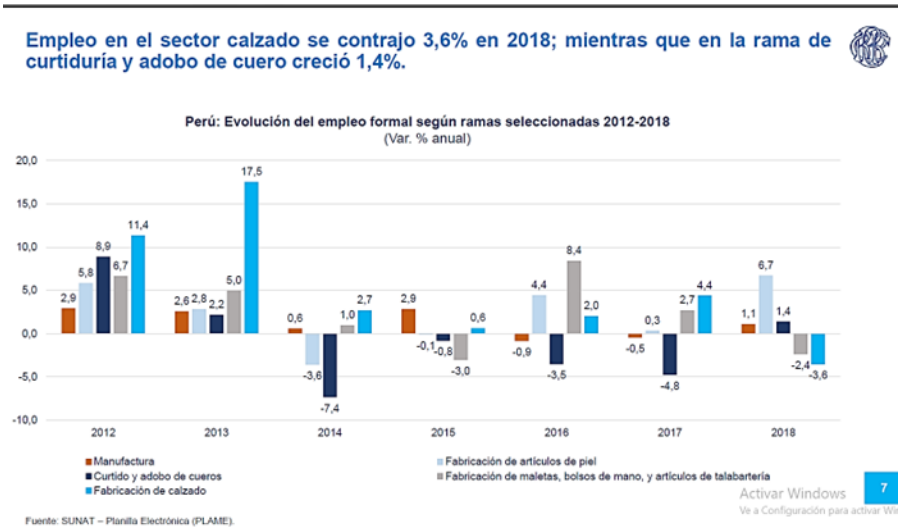
Figure 5 details the calculation of normal value and dumping margin in special cases, highlighting the methodological difficulties that arise when analyzing situations where significant market distortions affect export prices. In these cases, the normal value - the basis for establishing whether dumping exists - must be adjusted to reflect a more realistic and

equitable reference price, especially when domestic prices in the exporting country are unreliable due to state subsidies or unfair trade practices. The figure shows how the dumping margin tends to widen considerably when corrections to normal value are applied, confirming the significant impact of these distortions on competition in the Peruvian market. In conclusion, the figure highlights the importance of establishing a more robust and adaptable methodology to properly identify and calculate dumping in complex contexts, ensuring an effective trade defense to protect the domestic industry.

On national production: the Peruvian footwear industry experienced a 30% decrease in production and a 20% reduction in formal employment during the period under analysis (Instituto Nacional de Estadística Informática (INEI), 2020).

Figure 6

Employment in the footwear sector (2010-2019)



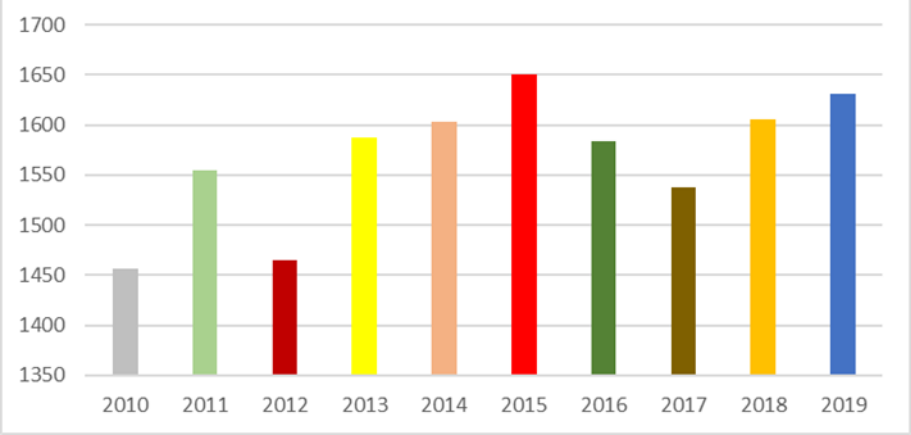
Note. Prepared by the authors.

Figure 6 provides an analysis of employment in the footwear sector, showing a downward trend during the period under evaluation. This behavior reflects the direct impact of unfair competition, particularly dumping, which has generated a sustained reduction in the demand for domestic production. The importation of footwear at undervalued prices has forced the closure of local companies and, as a consequence, a significant loss of jobs in the formal

sector. Furthermore, the picture highlights the vulnerability of employment in this industry, given that it is labor-intensive and highly dependent on a balanced and protected market. In conclusion, the figure highlights how the lack of effective and timely anti-dumping measures not only affects domestic production but also exacerbates unemployment, generating a negative social and economic impact on families dependent on this productive activity.

Figure 7

Domestic production at constant prices (millions of soles)



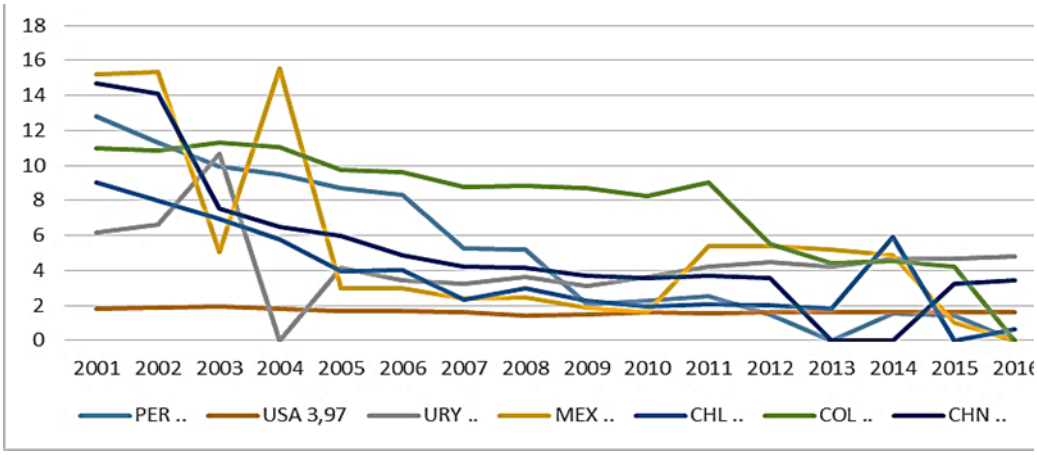
Note. Prepared by the authors.

Figure 7 shows the evolution of domestic footwear production, expressed in values at constant prices, evidencing a decreasing trend throughout the period analyzed. This decline reflects the structural difficulties faced by the domestic footwear industry due to the growing unfair competition generated by imports at undervalued prices, especially from countries with significant distortions in their economies. The drop in production reveals not only a loss of competitiveness of local producers but also the lack of effective trade policies to protect the industry from dumping. Furthermore, the sustained reduction in production hurts the value chain, affecting employment, investment, and growth in the sector. In conclusion, the data shown in the figure highlight the urgency of strengthening trade defense measures to reverse this trend and reactivate domestic production, ensuring a fairer and more competitive market.

On the free market: free market conditions favored the entry of products at artificially low prices, negatively affecting the competitiveness of domestic companies, which found it difficult to compete on equal terms.

Figure 8

Applied tariff rate for footwear in Peru (2010-2019)

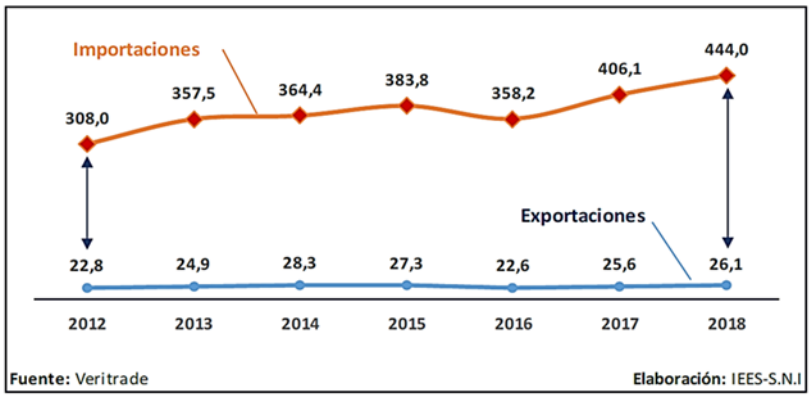


Note. Prepared by the authors.

Figure 8 shows the evolution of the tariff rate applied to footwear imports, showing a downward trend in recent years. This reduction is the result of trade liberalization policies implemented within the framework of international agreements, which, while seeking to promote trade, have had adverse effects on the domestic industry. The reduction in tariff rates has facilitated the entry of imported footwear at lower prices, especially from countries with economies of scale and significant distortions, which has intensified unfair competition and displaced local producers from the market. In addition, this situation has weakened the State's ability to protect vulnerable sectors such as footwear, where the domestic industry faces difficulties in competing on a level playing field. In conclusion, the figure shows how the reduction of tariffs has contributed to a trade imbalance, underscoring the need for complementary measures, such as effective anti-dumping policies, to level the market and protect local production.

Figure 9

Trade balance of footwear and footwear parts, 2012-2018 (Millions of USD FOB).



Note. Prepared by the authors.

Figure 9 illustrates the behavior of the trade balance of footwear and footwear parts in Peru between 2012 and 2018, evidencing a persistent trade deficit throughout the period. This result is explained by the accelerated growth of imports, driven mainly by the entry of products at undervalued prices from countries with artificial competitive advantages, such as China and Vietnam, while Peruvian footwear exports remain at marginal and stagnant levels. The growing gap between imports and exports reflects not only a loss of competitiveness of the local industry but also the insufficiency of trade defense policies, such as anti-dumping measures, to protect domestic producers. Consequently, the negative balance of trade shows how the Peruvian footwear industry faces significant external pressures, affecting its production capacity, employment generation and contribution to economic growth. This situation calls for urgent interventions to promote domestic production and balance the sector's foreign trade.

DISCUSSION OF RESULTS

Regarding the influence of the antidumping duty, fluctuations in the collection of antidumping duties reflect not only intermittent enforcement efforts but also structural flaws

in the methodologies employed, which fail to adequately capture the market-distorting dynamics coming from economies such as China. Lourenço et al. (2021) have pointed out that, in the Latin American context, antidumping policies can increase the market power of protected local firms, but their impact is diluted when they are not aligned with the specific characteristics of the domestic market. On the other hand, Rodríguez-Escobar (2020) emphasizes that a contextualized methodology is key to maximizing the impact of these measures, highlighting that only through specific adjustments to the calculation of normal value is it possible to neutralize the effects of significant distortions in the external market. In this sense, the results suggest that a comprehensive review of the antidumping methodology is essential not only to improve the accuracy of the dumping margin calculation but also to guarantee the sustainability of the local industry in the face of unfair practices that affect its competitiveness and economic stability.

The analysis of dumping margins (Figure 4) and the calculation of normal value in contexts of significant distortions (Figure 5) make it clear that an appropriate methodology for establishing normal value is crucial to ensure fair competition. The persistence of high dumping margins between 2010 and 2019 indicates that traditional methods do not accurately capture distortions in intervened economies, such as China, where state subsidies directly affect domestic prices. Figure 5 confirms that adjusting the normal value to include corrected production costs and international reference prices can significantly increase the dumping margin, providing a more robust trade defense. Recent studies highlight that the introduction of constructed normal values addresses significant distortions and improves the accuracy of the dumping margin calculation, aligning with WTO principles (Man Kim, 2022). Likewise, research on EU anti-dumping regulation highlights that methodologies adapted to consider market distortions improve the ability of countries to protect their domestic industries from unfair trade practices (Van Vaerenbergh and Reinhold, 2021). In conclusion, strengthening the methods for calculating normal value is essential to ensure an accurate assessment of the dumping margin, providing an effective tool to safeguard the competitiveness of the Peruvian footwear industry.

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The results in Figures 6 and 7 demonstrate that the sustained decline in employment and domestic production in the footwear sector reflects the direct impact of unfair trade practices such as dumping. Figure 6, which shows a 20 % reduction in formal employment over the period 2010-2019, evidences how the entry of undervalued products weakens the ability of local firms to compete, directly affecting employment generation. Similarly, Figure 7 confirms a 30 % drop in domestic footwear production, highlighting that the weakening of production not only affects employment but also domestic sales and investment. Recent studies confirm that the implementation of antidumping measures can mitigate these effects by protecting the local industry through the reduction of unfair imports; however, their effectiveness depends on robust and sustained enforcement (Zhang et al., 2020). Moreover, it has been shown that the positive impact of these measures on production and employment depends on the active inclusion of workers and unions in the research and decision-making processes (Nguyen et al., 2019). In conclusion, to strengthen the competitiveness of the domestic footwear industry, it is crucial to consolidate antidumping policies that not only respond to price distortions but also protect key employment and production indicators, essential for economic and social sustainability.

The analysis of Figures 8 and 9 highlights how the opening to free trade has increased the competitive pressure on the Peruvian footwear industry, exposing it to unfair practices such as dumping. Figure 8 shows that, in periods of greater trade liberalization, there is an increase in imports of products at significantly lower prices, weakening the conditions for domestic production. Figure 9 shows a decline in the market share of local firms, accompanied by a fall in investment and employment. These trends reflect the fact that the free market, while promoting efficiency and cost reduction, also generates significant inequalities when it is not supported by effective anti-dumping measures. Recent studies confirm that open economies with strong antidumping regulation manage to protect their national competitiveness by mitigating the effects of unfair practices without compromising the benefits of global trade (Rapsikevičius et al., 2021). Similarly, antidumping policies tailored to open markets have been shown to help strengthen domestic competitiveness by providing a fair framework for local firms in the face of international distortions (Merdić and Hodžić, 2021). In conclusion, free markets can be a positive force as long as they are implemented together with robust

antidumping policies that balance international competition and protect key domestic industries.

CONCLUSIONS

The study of the repercussions of implementing a dumping calculation methodology that adequately incorporates significant market distortions to guarantee fair competition conditions between domestic footwear producers and foreign suppliers will provide a useful and replicable tool for Peruvian authorities to make evidence-based decisions in the face of unfair practices, strengthening the protection of the national productive apparatus without violating the principles of free trade.

The analysis demonstrated that the anti-dumping duty, when applied according to a robust and contextualized methodology, constitutes an effective instrument to correct market distortions generated by the importation of footwear at artificially low prices. Its implementation not only restores conditions of fair competition but also protects local producers from asymmetric competition. Likewise, it was evidenced that the anti-dumping duty has a preventive function by dissuading future unfair practices, provided that it is based on a transparent and technically grounded methodology.

The normal value, as the reference price in the exporting country, plays a fundamental role in the determination of the dumping margin. The investigation revealed that, in order to ensure a fair comparison, it is essential to adjust the normal value for significant distortions in the market of origin, such as government subsidies, exchange rate manipulation or government interventions. These adjustments allow for a more accurate reflection of the real cost of production and marketing, preventing artificial differences from translating into illegitimate competitive advantages.

The inclusion of domestic production indicators was crucial to measure the potential or actual injury caused by dumping. It was found that variables such as the level of employment, wages and domestic sales of the footwear industry are sensitive to the massive entry of undervalued products. Therefore, the anti-dumping methodology must incorporate a comprehensive

analysis of the economic impact on the local sector, thus allowing for a proportional response that balances trade openness with the legitimate protection of the domestic industry.

Although the free market is a guiding principle of international trade, it cannot be understood as a license to compete unfairly. The study showed that, in the absence of corrective measures, free market rules can be distorted by practices such as dumping, negatively affecting domestic competitiveness. Consequently, the anti-dumping methodology should coexist with the free market, acting as a corrective mechanism when structural imbalances are detected, and ensuring that competition is based on productive efficiency and not on price manipulation.

Among the main limitations of the study is the restricted focus on the analysis of footwear imports from China to Peru, which reduces the possibility of generalizing its findings to other sectors or countries of origin. Likewise, the research relies solely on secondary data from institutional sources such as INDECOPI and SUNAT, without incorporating primary information that would allow for cross-validation or a deeper understanding of the real impact on actors in the footwear sector. Finally, although a new methodology for calculating dumping adjusted for significant market distortions is proposed, it is not subjected to empirical validation through case studies or comparative simulations, which limits its practical applicability as an effective trade policy tool.

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