

Austria

Basic statistics

Current diversification (number of products)	20,886	Potential new products more complex (percentage)	80
Potential new products	335	Export opportunity in more complex products (percentage)	41
Potential new products more complex than the country's average	269	Import replacement opportunity in more complex products (percentage)	15

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	25
Machinery & mech appliance etc	21
Inorganic chemicals, precious metal compound, isotopes	20
Iron and steel	11
Nickel and articles thereof	5
Electrical, electronic equipment	3
Plastics and articles thereof	3
Optical, photo, technical, medical, etc apparatus	2
Rubber and articles thereof	1
Paper & paperboard, articles of pulp, paper and board	1
Sum of others with smaller share	7

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
Japan	15
China	12
USA	9
Rep. of Korea	7
India	5
Netherlands	4
France	3
Canada	3
Finland	3
Italy	3
Others	20

By regions

Region	Percent
Asia	51
Western Europe	12
Northern America	11
Southern Europe	7
Northern Europe	7
Eastern Europe	5

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Fish, crustaceans, molluscs, aquatic invertebrates nes	50
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	31
Meat and edible meat offal	9

Animal,vegetable fats and oils, cleavage products, etc	8
Products of animal origin, nes	1

Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
China, Hong Kong SAR	26
USA	12
India	10
Japan	7
Saudi Arabia	7
Egypt	6
Viet Nam	5
Ireland	3
Italy	3
Brazil	3
Malaysia	3
Others	3

By regions

Region	Percent
Asia	64
Northern America	14
Northern Africa	6
Western Europe	5
Northern Europe	4
Southern Europe	4
South America	3

Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Inorganic chemicals, precious metal compound, isotopes	(282520) Lithium oxide and hydroxide, \$12-38	JP 402.5	KR 161.6	ES 3.5	581.8
	(284330) Gold compounds, \$0-527	CN 89.7	MY 4.3	AE 2	94.5
	(282710) Ammonium chloride, \$0-0	MY 8.8	VN 8.7	ID 7.1	37.4
	(285000) Hydrides, nitrides, azides, silicides and borides, \$0-15	FR 9.1	IN 4.6	CA 2.8	26.9
	(282760) Iodides and oxide oxides of metals, \$0-24	CN 11.4	BR 3.1	CA 2.4	24.7
Organic chemicals	(293500) Sulphonamides in bulk, \$392-933	IE 69.8	JP 63.4	CN 42.4	295.5
	(293420) Heterocyclic compounds containing a benzothiazole ring, \$0-3	US 72.6	RU 7.4	BE 7.1	98.4
	(293359) Heterocyclic compounds with pyrimidine ring systems, \$398-943	SG 21.5	FR 19.5	CA 15.3	91.1
	(291219) Acyclic aldehydes without other oxygen function, \$0-3	IN 8.8	AR 8.1	FR 7.7	71.8
	(290722) Hydroquinone (quinol), salts, \$0-6	IN 18.6	GB 16.9	CN 11.5	67.4
Plastics and articles thereof	(390390) Polymers of styrene except SAN or ABS in primary form, \$3-7	US 34.2	JP 22.6	ID 10.8	96.4
	(391723) Tube, pipe or hose, rigid, of polyvinyl chloride, \$43-138	CZ 5.2	LK 1	EE 2	7.2

Catalogue of Diversification Opportunities 2022

	(392061) Sheet/film not cellular/reinf polycarbonates, \$43-63	MT .7	US .6	KZ .6	3.3
	(391710) Sausage casings of hardened protein, cellulose, \$373-458	FI 1.4	SK 0	CL 0	1.4
	(391290) Cellulose derivatives nes, in primary forms, \$30-41	GB .6	AE .3	PH .1	1.4
Rubber and articles thereof	(400249) Chloroprene (chlorobutadiene) rubber (CR) except late, \$4-7	MY 13.7	US 3.9	AU 3.2	42.6
	(400249) Chloroprene (chlorobutadiene) rubber (CR) except late, \$7-12	FR 5.1	SG .5	CN .4	6.4
	(400930) Rubber tube, pipe, hose textile-reinforced no fitting, \$76-95	ES 1.1	FI .3	NL .2	2.1
	(400610) Camel-back strips for retreading rubber tyres, \$31-49	FR 0	PH 0	GR 0	0.1
	(400110) Natural rubber latex, including prevulcanised, \$29-41	SG 0	LU 0	FR 0	0.1
Paper & paperboard, articles of pulp, paper and board	(482190) Paper labels of all kinds, not printed, \$70-92	IN 14.5	DE 1.3	DO .4	18.5
	(480560) Paper, weighing 150 g/m2 or less, uncoated, nes, \$4-17	ID 8.9	SG 7.5	DE .4	17.8
	(481091) Paper, multi-ply, clay coated, nes, \$2-9	US 5.2	PL 1.1	SA 1	9.8
	(481029) Paper, fine, wood containing clay coated, except ligh, \$7-29	MZ 2.3	US .5	AE .4	4.2
	(481200) Filter blocks, slabs and plates, of paper pulp, \$112-354	PH .8	FI .5	SE .3	2.3
Iron and steel	(721934) Cold rolled stainless steel, w >600mm, t 0.5-1.0 mm, \$0-2	IT 68.1	NL 41.8	PL 41	285.5
	(720299) Ferro-alloys, nes, \$1-4	BE 23.3	JP 19.2	US 17.7	89.9

Catalogue of Diversification Opportunities 2022

	(720249) Ferro-chromium, <4% carbon, \$2-3	GB 6.5	CA 4.2	MY 2.4	20.7
	(721923) Hot rolled stainless steel flat, w >600mm, t 3-4.75mm, \$0-2	CZ 3.9	DE 3.6	US 2	19.7
	(722710) Bar/rod, of high speed steel, irregular coils, \$14-32	CN 6.3	JM 2.1	GY .4	9.0
Nickel and articles thereof	(750400) Nickel powders and flakes, \$0-21	CN 105.7	KR 56.3	US 20.2	210.8
	(750511) Bars, rods and profiles, nickel, not alloyed, \$63-129	KW 1.1	DE .2	BR 0	1.3
	(750220) Nickel unwrought, alloyed, \$138-323	TR 1	HR 0	FR 0	1.2
	(750110) Nickel mattes, \$45-258	US 0	PT 0	NO 0	0.1
Machinery & mech appliance etc	(845530) Rolls for metal rolling mills, \$470-13299	IN 62.3	US 56	CA 21.9	201.4
	(843311) Mowers, powered, lawn, with horizontal cutting device, \$2491-7474	NL 78.1	FI 34	BE 13.9	142.3
	(845140) Washing, bleaching or dyeing machines (non-domestic), \$43677-108356	UZ 29.1	RO 4.2	TN 4.1	71.1
	(840130) Fuel elements non-irradiated, for nuclear reactors, \$16-566	FI 50.9	ES 5.6	US 4.4	62.8
	(843360) Machines for cleaning, sorting, grading eggs/fruit/et, \$85467-203918	CN 18	CL 6.7	CA 6.3	50.9
Electrical, electronic equipment	(850613) Silver oxide primary cells, batteries volume < 300 cc, \$0-0	HK 6.6	MY 5.5	IE 4.8	33.9
	(853521) Automatic circuit breakers for voltage 1-72.5 kV, \$184-531	MM 9.9	MY 8.8	ID 5.9	26.1
	(851240) Windscreen wipers/defrosters/demisters, \$32-53	CN 17.5	BR 1.5	IN .8	20.9

Catalogue of Diversification Opportunities 2022

	(851610) Electric instant, storage and immersion water heaters, \$321-491	PH 4	IT 2.3	BR 1.8	12.1
	(850213) Generating sets, diesel, output > 375 kVA, \$0-30802	DO 12.1			12.1
Optical, photo, technical, medical, etc apparatus	(901380) Optical devices, appliances and instruments, nes, \$274-671	AU 21.9	US 17.4	CN 3.4	46.5
	(900120) Sheets/plates of polarising material, \$0-29	CN 13.5	PH 3.5	RU .9	19.0
	(901510) Rangefinders, \$0-68	CA 3.5	CH 1.4	AU .5	6.6
	(902990) Parts and accessories of revolution counters, etc, \$2477-2801	JP 1	HK .3	BF 0	1.4
	(900890) Parts and accessories of image projectors, non-cine, \$2632-4486	GB .3	MY .1	SA 0	0.5

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020220) Bovine cuts bone in, frozen, \$24-96	EG 4.5	MY 1.7	AE .5	7.1
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030721) Scallops, live, fresh or chilled, \$8-23	HK 20.1	US 9.4	IT 2.1	41.7
	(030231) Tuna(albacore,longfin) fresh or chilled, whole, \$38-114	GR 0	SK 0	VC 0	0.0
Products of animal origin, nes	(050210) Bristles, hair & waste thereof of pigs, hogs or boars, \$10-32	LK .3	JP .2	TN .1	1.0

Catalogue of Diversification Opportunities 2022

	(050590) Feathers, down, etc. of birds, except for stuffing, \$130-515	LK .1	KR 0	JP 0	0.2
Milling products, malt, starches, inulin, wheat gluten	(110819) Starches except wheat, maize, potato, manioc, \$76-94	FI 0	SG 0	MV 0	0.0
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120930) Seed, flower, for sowing, \$656-1600	IN 7.6	JP 5.1	VN 2.6	25.9
Animal,vegetable fats and oils, cleavage products, etc	(151912) Oleic acid, \$3-5	SA 5.8	MY .3	CA .2	6.9