

## Brazil

### Basic statistics

Current diversification (number of products)	16,281	Potential new products more complex (percentage)	78
Potential new products	1,079	Export opportunity in more complex products (percentage)	61
Potential new products more complex than the country's average	841	Import replacement opportunity in more complex products (percentage)	55

### Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	14
Organic chemicals	12
Optical, photo, technical, medical, etc apparatus	10
Inorganic chemicals, precious metal compound, isotopes	8
Pharmaceutical products	6
Iron and steel	5
Mineral fuels, oils, distillation products, etc	4
Electrical, electronic equipment	4
Fish, crustaceans, molluscs, aquatic invertebrates nes	3
Animal,vegetable fats and oils, cleavage products, etc	3
Sum of others with smaller share	32

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

By countries

Country	Percent
USA	16
China	9
France	4
Germany	4
Russian Federation	4
United Kingdom	4
Rep. of Korea	4
Belgium	3
Japan	3
Netherlands	3
India	3
Singapore	3
Canada	3
Others	28

By regions

Region	Percent
Asia	36
Northern America	19
Western Europe	16
Northern Europe	9
Eastern Europe	8
Southern Europe	7
South America	3

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	23

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Animal,vegetable fats and oils, cleavage products, etc	21
Cereals	19
Dairy products, eggs, honey, edible animal product nes	11
Milling products, malt, starches, inulin, wheat gluten	10
Products of animal origin, nes	5
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	4
Meat and edible meat offal	3
Meat, fish and seafood food preparations nes	2
Residues, wastes of food industry, animal fodder	1

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

#### By countries

Country	Percent
China	15
USA	9
China, Hong Kong SAR	7
Finland	7
Netherlands	5
Belgium	5
Germany	4
Spain	4

#### By regions

Region	Percent
Asia	39
Northern Europe	17
Western Europe	17
Northern America	11
Southern Europe	7
Eastern Europe	5

United Kingdom	4
Viet Nam	3
Thailand	3
Rep. of Korea	3
Others	18

### 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	
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$7-12	FI 263.3	US 69.4	CN 67.8	687.5
	(030614) Crabs, frozen, \$24-51	US 142.9	FR 10.1	DE 2.9	167.8
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2
Animal,vegetable fats and oils, cleavage products, etc	(151410) Canola, rape, colza or mustard oil, crude, \$0-0	CN 271.7	BE 101.4	NL 59.1	703.1
	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7

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	(151521) Maize oil crude, \$0-2	SG 21.9	TR 16.8	MY 8.8	70.3
	(151913) Tall oil fatty acids, \$1-2	KR 5.2	AU 3.2	CA 3.2	25.0
	(151000) Olive oil, fractions, blends, not chemically modified, \$1-5	QA 1.5	DK .7	NL .7	6.7
Mineral fuels, oils, distillation products, etc	(270400) Coke, semi-coke of coal, lignite, peat & retort carbo, \$0-0	KZ 232.3	GB 149.8	ID 138.3	862.4
	(271114) Ethylene, propylene, butylene, butadiene, liquefied, \$0-0	BE 188.5	HU 30.8	CZ 17.3	259.9
	(270810) Pitch, \$0-1	US 89.1	BR 19.9	AU 14.4	167.7
	(270300) Peat (including peat litter), \$0-0	PL 6.5	RO 6.4	TR 6.3	53.0
	(270730) Xylole, \$0-2	FR 4.9	CH 4.2	IT 3.1	24.4
Inorganic chemicals, precious metal compound, isotopes	(280429) Rare gases other than argon, \$0-12	CN 158	JP 115.3	FR 103.4	687.1
	(283691) Lithium carbonates, \$11-27	KR 376.7	US 57.9	DE 20.4	467.7
	(283691) Lithium carbonates, \$0-11	CN 80.3	NL 75.5	JP 40.3	222.0
	(283526) Calcium phosphates except hydrogen-orthophosphate, \$0-0	FR 23.8	SA 20.8	BR 14.4	132.6
	(283311) Disodium sulphate, \$0-0	BR 48.1	CZ 9.7	GT 6.9	115.6
Organic chemicals	(291736) Terephthalic acid, its salts, \$0-1	US 172	VN 113.7	GB 99.9	554.7

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	(293319) Heterocyclic compounds with unfused pyrazole ring, nes, \$28-167	BR 173.2	DE 51.4	CH 48.1	395.0
	(294190) Antibiotics nes, in bulk, \$1435-5209	CN 172.5	IT 103	SG 28	382.3
	(290110) Saturated acyclic hydrocarbons, \$0-1	CN 62.6	JP 55.4	EE 24.1	203.2
	(291030) 1-chloro-2,3-epoxypropane(epichlorohydrin), \$0-1	IN 81	KR 55.3	US 25.9	203.1
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$1702-2452	RU 606.7	GR 305.7	KR 270.6	2090.5
	(300630) Opacifying preparations, x-ray, diagnostic reagents, \$1083-2699	CN 9.8	FR 2.3	GB 1.8	25.1
Iron and steel	(720310) Ferrous products from direct reduction of iron ore, \$0-5	CN 307.1	UZ 76.7	AT 63.8	520.0
	(721310) Hot rolled bar/rod grooved iron or non-alloy steel in irregular coils, \$0-0	AT 80.5	YE 63.1	SG 22.9	262.7
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$1-1	ID 100.2	KR 7.4	MA 6.7	165.1
	(721230) Flat rolled iron or non-alloy steel, <600mm, coated with zinc, nes, \$0-0	AT 23.1	BE 19.5	FR 14.1	127.3
	(722699) Flat rolled alloy-steel, <600mm wide, nes, \$0-1	SE 23.3	CA 10.9	LK 10.7	80.2
Machinery & mech appliance etc	(845129) Drying machines, nes, \$336-4747	US 592.2	CA 54.8	CN 2.1	657.5
	(847710) Injection-moulding machines for rubber or plastic, \$90066-209262	US 138.5	HK 60.2	IT 34.5	391.9
	(847050) Cash registers, \$784-1765	US 253.1	GB 48.2	CA 15	340.1

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	(844350) Printing machinery nes, \$13408-33108	US 231.8	BR 17.9	BE 9.6	297.8
	(843311) Mowers, powered, lawn, with horizontal cutting device, \$829-1896	CA 177	US 31.2	SE 23.6	272.5
Electrical, electronic equipment	(854020) Television camera tubes and other photo-cathode tubes, \$197-2008	US 76.4	GR 17	GB 7.8	112.8
	(853180) Electric sound or visual signalling apparatus, nes, \$159-387	US 85.8	BR 4.8	CO 1.6	94.7
	(850423) Liquid dielectric transformers > 10,000 KVA, \$0-2387	KW 44.9	MY 24.5	MM 4.8	89.9
	(850422) Liquid dielectric transformers 650-10,000KVA, \$0-5496	CA 41	ES 9.7	GB 6.9	84.1
	(851710) Telephone sets, \$343-1178	SK 83.1	US .2	IN .2	84.1
Optical, photo, technical, medical, etc apparatus	(902150) Pacemakers for stimulating heart muscles, \$1849-3549	DE 254.4	GB 184.8	NL 79.2	723.6
	(902211) Medical X-ray apparatus, \$51451-121637	RU 136.6	FR 114.7	BR 88	680.8
	(901320) Lasers, other than laser diodes, \$5888-14524	US 378.7	TH 10	MY 8.9	408.6
	(901020) Equipment for photographic laboratories nes, \$189-17304	SG 85	JP 64	TH 61.4	309.7
	(900661) Photographic discharge lamp flashlight apparatus, \$0-113	CN 153.8	DE 6.7	CA 3	173.7

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	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
	(020319) Swine cuts, fresh or chilled, nes, \$4-8	KR 50.2	CH 10.2	SG 5.5	71.1
	(020810) Rabbit or hare meat, offal, fresh, chilled or frozen, \$4-8	NL 3.2	US 3	CZ 2.6	10.7
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$7-12	FI 263.3	US 69.4	CN 67.8	687.5
	(030614) Crabs, frozen, \$24-51	US 142.9	FR 10.1	DE 2.9	167.8
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2
	Dairy products, eggs, honey, edible animal product nes	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5
(040630) Cheese processed, not grated or powdered, \$7-12		GB 80.1	AE 24.7	KR 12.4	161.7
(040490) Natural milk products nes, \$17-49		FR 9.3	JP .8	NG .2	10.7
(040811) Egg yolks dried, \$4-6		KR 2	DE 1.4	SA .5	9.2



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	(040811) Egg yolks dried, \$9-10	FR .5	ES .5	DO .2	1.4
Products of animal origin, nes	(050510) Feathers and down used for stuffing, \$5-49	VN 72.6	JP 47.7	CN 23	219.5
Edible vegetables and certain roots and tubers	(070970) Spinach fresh or chilled, \$5-11	DK .8	DO .3	HK .2	2.3
Cereals	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1
	(100200) Rye, \$0-1	US 75.3	BY 2.8	ES 2.7	88.4
Milling products, malt, starches, inulin, wheat gluten	(110900) Wheat gluten, \$0-1	NO 61.7	FR 40.7	NL 19.9	176.4
	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110720) Malt, roasted, \$0-0	KH 34.8	ZA 4.3	NL 3.3	67.7
	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
	(110820) Inulin, \$2-7	US 9.2	JP 3.6	BR 3.1	31.3
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(120791) Poppy seeds, \$0-3	AT 13.6	NL 8.3	UA 4.9	38.7
	(120911) Seed, sugar beet, for sowing, \$12-60	IT 8.8	PL 5.5	EG 3.1	21.3
	(120922) Seed, clover, for sowing, \$2-5	CA 4.8	DE 4.8	US 3.9	20.9

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Lac, gums, resins, vegetable saps and extracts nes	(130220) Pectic substances, pectinates, pectates, \$42-104	ID .7	NG .1	MY .1	1.0
Animal,vegetable fats and oils, cleavage products, etc	(151410) Canola, rape, colza or mustard oil, crude, \$0-0	CN 271.7	BE 101.4	NL 59.1	703.1
	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7
	(151521) Maize oil crude, \$0-2	SG 21.9	TR 16.8	MY 8.8	70.3
	(151913) Tall oil fatty acids, \$1-2	KR 5.2	AU 3.2	CA 3.2	25.0
	(151000) Olive oil, fractions, blends, not chemically modified, \$1-5	QA 1.5	DK .7	NL .7	6.7
Meat, fish and seafood food preparations nes	(160416) Anchovies, prepared or preserved, not minced, \$7-16	GB 10.5	ES 8.7	DE 4.2	28.6
	(160430) Caviar and caviar substitutes prepared from fish eggs, \$0-14	FR 11.1	KR 2.4	UA 2.1	22.4
	(160412) Herrings, prepared or preserved, not minced, \$3-6	CZ 3.7	UA 3.4	FI 2.8	18.6
	(160411) Salmon prepared or preserved, not minced, \$0-6	DK 6.2	ES 1.2	UA 1.1	14.7
	(160242) Swine shoulders & cuts thereof, prepared or preserved, \$3-7	CA 3.4	NO 2	BE 1.3	10.7
Sugars and sugar confectionery	(170250) Fructose, chemically pure, \$0-4	FR 1.7	US 1.4	DE 1	9.8
Vegetable, fruit, nut, etc food preparations	(200580) Sweet corn, prepared or preserved, not frozen/vinegar, \$2-4	NL 3.5	FR 1.5	DE 1.3	8.7

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	(200860) Cherries, otherwise prepared or preserved, \$63-149	FI 0	DK 0	CN 0	0.0
Residues, wastes of food industry, animal fodder	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	TR 17.8	NL 12.6	GR 5.1	46.8