

Bhutan

Basic statistics

Current diversification (number of products)	547	Potential new products more complex (percentage)	59
Potential new products	3,020	Export opportunity in more complex products (percentage)	26
Potential new products more complex than the country's average	1,771	Import replacement opportunity in more complex products (percentage)	.

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	13
Plastics and articles thereof	9
Electrical, electronic equipment	8
Pharmaceutical products	8
Optical, photo, technical, medical, etc apparatus	6
Articles of iron or steel	4
Iron and steel	4
Paper & paperboard, articles of pulp, paper and board	3
Organic chemicals	3
Miscellaneous chemical products	3
Sum of others with smaller share	39

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

By countries

Country	Percent
USA	15
Germany	7
France	6
China	6
United Kingdom	4
Netherlands	4
Thailand	4
Japan	3
Italy	3
Russian Federation	3
Others	28

By regions

Region	Percent
Asia	34
Western Europe	21
Northern America	17
Eastern Europe	8
Southern Europe	7
Northern 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
Dairy products, eggs, honey, edible animal products	19
Cereals	16
Edible fruit, nuts, peel of citrus fruit, melons	12

Cereal, flour, starch, milk preparations and products	9
Vegetable, fruit, nut, etc food preparations	9
Cocoa and cocoa preparations	7
Animal,vegetable fats and oils, cleavage products, etc	5
Miscellaneous edible preparations	4
Meat, fish and seafood food preparations nes	3
Beverages, spirits and vinegar	3
Edible vegetables and certain roots and tubers	3
Lac, gums, resins, vegetable saps and extracts nes	2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Sugars and sugar confectionery	2
Sum of others with smaller share	4

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

By countries

Country	Percent
USA	12
Germany	7
United Kingdom	7
France	4
China	4

By regions

Region	Percent
Asia	39
Western Europe	16
Northern America	13
Northern Europe	9
Eastern Europe	8

Viet Nam	4	Southern Europe	4
United Arab Emirates	4	Sub-Saharan Africa	3
Russian Federation	4	South America	3
China, Hong Kong SAR	4		
Japan	3		
Netherlands	3		
Philippines	3		
Others	30		

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	
Organic chemicals	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(293490) Heterocyclic compounds, nes, \$0-25	IN 298.8	NL 228.1	FR 131	896.3
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
	(292429) Cyclic amides, derivatives, nes, salts thereof, \$12-89	DE 234.9	US 113.1	GB 82.4	616.4
	(292910) Isocyanates, \$1-5	IT 137.1	DE 134.3	ES 65.8	528.2

Catalogue of Diversification Opportunities 2022

Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9
	(300432) Adrenal cortical hormones, in dosage, \$55-219	US 345	RU 81.3	VN 40.9	789.0
	(300420) Antibiotics nes, in dosage, \$143-316	BE 188.6	DK 85.4	FR 84.8	578.7
	(300390) Medicaments nes, formulated, in bulk, \$15-136	PS 87.2	IE 59.8	TN 45.8	507.5
	(300510) Medical dressings etc. having an adhesive layer, \$14-51	DE 104.9	US 93	ES 46.2	462.3
Miscellaneous chemical products	(381800) Chemical element/compound wafers doped for electronic, \$45-743	TH 316.9	CN 298.1	PH 76.1	846.8
	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1
	(380830) Herbicides, sprouting and growth regulators, \$4-18	TH 185.5	ES 103.4	IT 53.1	708.3
	(381590) Reaction initiators, accelerators, catalysts, nes, \$17-36	SA 214	CN 83.2	ID 54.3	483.6
	(381121) Lubricating oil additives with petroleum, bitumen oil, \$3-6	AE 112.8	MY 73.1	IN 47.6	417.1
Plastics and articles thereof	(390120) Polyethylene - specific gravity >0.94 in primary form, \$1-1	SG 758.4	RU 257.7	BE 207.5	2290.7
	(390190) Polymers of ethylene nes, in primary forms, \$0-1	CN 774.1	BR 202.9	MY 159.3	1671.2
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
	(390210) Polypropylene in primary forms, \$1-2	SG 357.8	BE 78.7	IN 64.7	939.2

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	(390740) Polycarbonates, in primary forms, \$0-2	CN 579.4	ES 67.8	RU 38.9	868.3
Paper & paperboard, articles of pulp, paper and board	(480100) Newsprint, \$0-3	US 1748.1	IT 250.9	DE 221.2	2871.7
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
	(481139) Paper, coated, impregnated, covered with plastics, ne, \$2-5	TH 42.1	CA 41.9	US 40.7	414.9
	(480560) Paper, weighing 150 g/m2 or less, uncoated, nes, \$0-1	PH 39.2	NZ 31.7	RU 29.3	333.7
	(481011) Paper, fine, woodfree, <150 g/m2, clay coated, \$0-3	DE 86.5	CN 48.3	TH 36.4	322.9
Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-1	TH 558.3	JP 485.6	IT 161.7	1586.8
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-1	KR 571.3	NL 248.9	IN 128.4	1397.4
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(721331) Hot rolled bar/rod, iron or non-alloy steel, coiled width <14mm, C<.25%, \$0-0	BE 92.6	TH 89.6	MA 44.9	634.8
	(720922) Cold rolled iron or non-alloy steel, coil, width >600mm, t 1-3mm, nes, \$0-0	JP 154.1	TH 77.2	MY 60.2	479.5
Articles of iron or steel	(730820) Towers and lattice masts, iron or steel, \$1-7	US 266	PH 107.1	LA 68.2	891.4
	(732290) Non-electric heaters (with fan), parts, of iron/steel, \$10-37	US 629.5	KZ 5.6	NL 4.8	677.7

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	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730630) Pipes etc nes, iron/steel welded nes,diameter <406.4m, \$0-1	FR 206.4	CZ 37.6	ES 34.1	468.6
	(730410) Pipes, line, iron or steel, for oil or gas pipelines, \$0-1	AE 171.9	VN 65.1	CO 34.4	449.3
Machinery & mech appliance etc	(842952) Shovels and excavators with revolving superstructure, \$36269-86767	FR 967.2	US 867.9	RU 663.9	3641.9
	(840820) Engines, diesel, for motor vehicles, \$771-6587	BE 701.9	AT 433	PT 416.2	3241.6
	(840734) Engines, spark-ignition reciprocating, over 1000 cc, \$582-2464	US 1239.3	FR 460.8	CZ 179.3	2916.2
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(850940) Domestic food grinders, mixers, juice extractors, \$0-26	IT 232.7	AE 116.2	SA 96.8	762.6
	(851671) Electric coffee or tea makers, domestic, \$31-240	NL 156.5	US 126.2	PL 98	666.8
	(850790) Parts of electric accumulators, separators, \$5-42	PL 228	DE 176.2	TH 101.9	659.1

Catalogue of Diversification Opportunities 2022

Optical, photo, technical, medical, etc apparatus	(901839) Needles, catheters, cannulae etc, (medical), \$0-28	US 1319.4	CN 444.9	TH 61.5	1964.2
	(902130) Artificial body parts, aids and appliances, etc, \$243-1093	NL 534	US 353.1	ES 106	1487.5
	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2
	(902211) Medical X-ray apparatus, \$4661-51451	US 233.5	FR 123.5	DE 101.9	996.0

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	
Dairy products, eggs, honey, edible animal product nes	(040210) Milk powder < 1.5% fat, \$2-3	CN 286.7	PH 252.3	ID 143.6	1495.9
	(040690) Cheese except fresh, grated, processed or blue-veined, \$8-14	FR 267	US 206.6	DE 75.8	745.8
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040630) Cheese processed, not grated or powdered, \$3-7	DE 73.9	AU 30.5	SA 23.3	262.2
Edible vegetables and certain roots and tubers	(071080) Vegetables, frozen nes, uncooked steamed or boiled, \$1-3	US 75.1	JP 54.4	GB 23.9	227.5

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	(070700) Cucumbers and gherkins, fresh or chilled, \$0-2	US 31	SK 7.5	KZ 5.6	75.5
	(071090) Frozen vegetable mixtures, uncooked, boiled or steamed, \$1-2	US 18.7	NL 5.4	DE 4.2	64.1
	(070511) Cabbage lettuce (head lettuce) fresh or chilled, \$0-3	PL 21.3	DE 18.1	US 4.3	63.1
	(070690) Beetroot, salsify, celeriac, radishes etc. fresh, chilled, \$0-0	FR 28.1	DE 5.3	RO 4.7	61.6
Edible fruit, nuts, peel of citrus fruit, melons	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$4-12	US 276	GB 57.5	DE 42.4	518.8
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
	(080410) Dates, fresh or dried, \$1-6	AE 317.2	NL 22.5	GB 20.5	406.2
	(080420) Figs, fresh or dried, \$3-8	IN 18.9	IT 8.9	AT 7.4	47.1
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3
	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
	(100630) Rice, semi-milled or wholly milled, \$1-3	SE 3.7	CN 3.5	US 2.3	25.6
Oil seed, oleaginous fruits, grain, seed, fruit, etc, nes	(120100) Soya beans, \$0-2	IN 96	NP 71.6	US 43.4	320.4
	(120600) Sunflower seeds, \$0-4	AE 33.2	EG 28.6	US 13.2	153.2

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Lac, gums, resins, vegetable saps and extracts nes	(130239) Mucilages and thickeners nes, \$6-17	CN 53.8	US 23	GB 16.6	202.2
	(130190) Natural gum, resin, gum-resin, balsam, not gum arabic, \$3-29	CN 16.5	SG 5.6	US 3.1	43.9
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4
	(130239) Mucilages and thickeners nes, \$0-6	FR 10.4	BR 2.5	TH 1.2	24.2
Animal,vegetable fats and oils, cleavage products, etc	(151800) Processed animal, vegetable oils, industrial preps ne, \$0-4	SG 158.4	GB 88.1	AT 32	384.2
	(151219) Sunflower or safflower oil,fractions simply refined, \$0-2	BE 34	PT 24.6	AF 23.2	258.6
	(150910) Olive oil, virgin, \$3-8	CH 47.1	JP 32.4	CN 9.7	117.1
	(151919) Industrial monocarboxylic fatty acids, nes, acid oils, \$0-3	LK 22.5	GB 19.1	AU 15.4	113.8
	(151519) Linseed oil,fractions, refined not chemically modifie, \$1-8	FR 1.6	DE .6	BN .5	4.9
Meat, fish and seafood food preparations nes	(160239) Fowl, duck,goose, offal, prepared, preserved not live, \$3-6	JP 140.7	NL 48.3	IE 39.7	480.1
Sugars and sugar confectionery	(170210) Lactose and lactose syrup, \$1-5	IE 21.2	IN 19.7	BE 13.4	184.2
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
	(170410) Chewing gum containing sugar, except medicinal, \$10-23	PL 2	DE 1.6	SA 1.5	13.8

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	(170191) Refined sugar, in solid form, flavoured or coloured, \$1-6	GB 2.4	CA 2.1	JP 1.6	12.9
Cocoa and cocoa preparations	(180620) Chocolate and other food preps containing cocoa > 2 k, \$2-7	JP 120.9	US 103.2	GB 67.4	550.4
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$4-12	AE 137.6	GB 89.1	US 30.5	492.9
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$0-2	US 59.1	ES 36.1	FR 34.1	250.0
	(180610) Cocoa powder, sweetened, \$0-2	FR 26.6	CN 5.3	MY 3.6	47.1
	(180610) Cocoa powder, sweetened, \$2-8	NL 5.8	AT 5	TH 3.5	36.2
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$0-4	DE 118.6	NG 100.5	NL 48.3	465.0
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$1-3	US 50.4	ES 24.6	GB 22.1	233.7
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$4-8	NL 91.7	CN 32.5	HK 10.3	203.1
	(190540) Rusks, toasted bread and similar toasted products, \$2-4	AE 12.6	US 10.2	NL 9.4	79.0
Vegetable, fruit, nut, etc food preparations	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6
	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinega, \$0-2	GB 244.9	CZ 6.7	BE 5.1	282.1
	(200970) Apple juice not fermented or spirited, \$0-0	DE 137.1	FR 86.1	DK 14.4	264.3
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9

Catalogue of Diversification Opportunities 2022

	(200580) Sweet corn, prepared or preserved, not frozen/vinegar, \$1-2	ES 54.3	DE 13.9	JP 3.3	108.2
Miscellaneous edible preparations	(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4
	(210110) Coffee extracts, essences, concentrates, preparations, \$14-28	EC 19.8	CL 16.6	NL 15.6	133.6
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
	(210210) Yeasts, active, \$2-17	LK 10.4	US 9.8	UZ 9.4	94.9
	(210120) Tea and mate extracts, essences and concentrates, \$20-46	NL 36.9	PH 3	EC 2.6	53.3
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
	(220600) Fermented beverages nes (eg cider, perry, mead, etc), \$0-1	RU 43.9	GB 30.9	BW 13.7	133.4