

Ecuador

Basic statistics

Current diversification (number of products)	5,134	Potential new products more complex (percentage)	79
Potential new products	3,668	Export opportunity in more complex products (percentage)	53
Potential new products more complex than the country's average	2,904	Import replacement opportunity in more complex products (percentage)	57

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	11
Organic chemicals	9
Pharmaceutical products	8
Iron and steel	8
Electrical, electronic equipment	7
Vehicles other than railway, tramway	6
Optical, photo, technical, medical, etc apparatus	5
Plastics and articles thereof	5
Articles of iron or steel	3
Inorganic chemicals, precious metal compound, isotopes	3
Sum of others with smaller share	36

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

By countries

Country	Percent
China	9
USA	9
Germany	7
France	6
Netherlands	4
United Kingdom	4
Thailand	4
Italy	4
India	3
Rep. of Korea	3
Belgium	3
Japan	3
Others	28

By regions

Region	Percent
Asia	38
Western Europe	22
Northern America	11
Southern Europe	8
Northern Europe	7
Eastern 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
Meat and edible meat offal	31

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Cereals	15
Dairy products, eggs, honey, edible animal products	11
Fish, crustaceans, molluscs, aquatic invertebrates	9
Edible fruit, nuts, peel of citrus fruit, melons	7
Animal, vegetable fats and oils, cleavage products, etc	6
Cereal, flour, starch, milk preparations and products	5
Meat, fish and seafood food preparations	3
Beverages, spirits and vinegar	3
Residues, wastes of food industry, animal fodder	2
Vegetable, fruit, nut, etc food preparations	2
Milling products, malt, starches, inulin, wheat gluten	2
Lac, gums, resins, vegetable saps and extracts	2
Miscellaneous edible preparations	1
Sum of others with smaller share	3

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

By countries

Country	Percent
China	25
France	5
China, Hong Kong SAR	4

By regions

Region	Percent
Asia	52
Western Europe	14
Southern Europe	8

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Italy	4	Northern Europe	7
Viet Nam	4	Eastern Europe	6
Germany	4	Northern America	5
United Kingdom	4	South America	3
USA	3		
Rep. of Korea	3		
Others	25		

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	(282590) Metal bases, oxides, hydroxides, peroxides, nes, \$1-25	KR 1123.4	JP 108.4	CA 41.3	1353.7
	(284190) Salts of oxymetallic or peroxometallic acids nes, \$3-27	KR 828.6	JP 303.3	US 19.6	1179.2
	(280429) Rare gases other than argon, \$0-12	CN 158	JP 115.3	FR 103.4	687.1
	(281512) Sodium hydroxide (caustic soda) in aqueous solution, \$0-0	FI 189.5	JM 96.6	AE 51.2	521.3
	(280920) Phosphoric acid and polyphosphoric acids, \$0-0	IN 166.1	FR 74.8	US 55.8	416.6

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Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(290121) Ethylene, \$0-6	BE 646.9	NL 163.6	DE 59.9	969.3
	(293490) Heterocyclic compounds, nes, \$326-777	DE 165.8	RU 152.6	CA 117.7	711.5
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
	(290122) Propene (propylene), \$0-7	US 191.3	FR 152	SK 97.5	645.0
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9
	(300220) Vaccines, human use, \$154-845	BE 2807	GB 261.6	VN 136.5	3846.7
	(300431) Insulin, in dosage, \$99-344	CN 253.2	DE 81.2	RO 44.5	728.8
	(300440) Alkaloids, derivs, no antibiotics, hormones, in dosag, \$261-599	US 93.2	SE 36.9	CN 32.2	260.5
	(300640) Dental cements and other dental fillings, bone cement, \$70-281	NL 105.3	GB 12.7	US 7.3	188.1
Plastics and articles thereof	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
	(392062) Sheet/film not cellular/reinf polyethylene terephthal, \$9-21	CN 1009.9	KR 45.1	MY 30.7	1113.7
	(390720) Polyethers nes, in primary forms, \$1-4	DE 249.3	BR 157.9	IN 103	1100.1

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	(390740) Polycarbonates, in primary forms, \$2-5	CZ 130.6	JP 122.4	US 62	597.8
Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-0	FR 787.5	ES 180	BE 108.3	1826.6
	(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
	(720824) Hot rolled iron or non-alloy steel, coil,width >600mm, t <3mm thick, ne, \$0-0	VN 655.6	JP 268	PH 69.7	1370.0
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-0	VN 261.3	CN 171.3	DE 165.6	1220.9
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
Articles of iron or steel	(732290) Non-electric heaters (with fan), parts, of iron/steel, \$10-37	US 629.5	KZ 5.6	NL 4.8	677.7
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730810) Bridges and bridge sections, iron or steel, \$2-7	LK 128.4	PH 66.1	ZM 48.9	390.1
	(730459) Alloy steel pipe or tubing, except cold rolled, \$0-2	FR 136.9	VN 52	ID 36.7	302.7
	(730531) Steel pipes nes, longitudinally welded diameter>406mm, \$1-4	GB 50.7	NO 43.2	ID 28	263.9
Machinery & mech appliance etc	(841191) Parts of turbo-jet or turbo-propeller engines, \$1950-4416	ES 335.1	NL 231.7	FR 142.9	1287.3
	(840733) Engines, spark-ignition reciprocating, 250-1000 cc, \$374-1939	ES 609.7	FR 214.3	TR 105.1	1260.9

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	(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
	(842710) Self-propelled works trucks, electric motor, \$6305-18192	ES 203.7	CZ 85.7	FR 81.2	748.0
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(850910) Domestic vacuum cleaners, \$0-65	DE 139.4	NL 110.9	ES 66	568.4
	(850230) Electric generating sets, nes, \$294-21862	PK 207.8	CA 83	NL 42.6	568.0
Vehicles other than railway, tramway	(870120) Road tractors for semi-trailers (truck tractors), \$76646-164705	US 1178.2	AT 429.4	GB 163.6	2866.2
	(870423) Diesel powered trucks weighing > 20 tonnes, \$33584-86409	RU 957.4	ES 249	FR 137.8	2148.8
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(870331) Automobiles, diesel engine of <1500 cc, \$5352-16275	ES 418.7	NL 159.9	AT 115.5	1368.0
	(870190) Wheeled tractors nes, \$9592-47189	DE 304	FR 243.8	US 144.1	1308.8

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Optical, photo, technical, medical, etc apparatus	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9
	(902111) Artificial joints, \$346-1061	US 311.2	CH 261.6	NL 213.6	1206.8
	(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
	(900130) Contact lenses, \$0-1	US 445.7	JP 124.8	BE 79.7	886.2

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	(020329) Swine cuts, frozen nes, \$2-3	CN 2807.3	AU 158.6	CL 142.5	3594.4
	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020230) Bovine cuts boneless, frozen, \$0-3	AE 321	ID 238.5	GB 161.8	930.1
	(020220) Bovine cuts bone in, frozen, \$3-9	CN 225.5	KR 153.3	AE 6.1	411.8
	(020721) Fowls, domestic, whole, frozen, \$1-2	EG 95.7	VN 13.3	RU 12.4	211.7
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$0-7	FR 590.9	IT 288.8	DE 258.9	1625.0

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	(030322) Salmon Atlantic or Danube, frozen, whole, \$5-10	KZ 27.7	PH 26.1	DK 16.4	109.8
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6
	(030749) Cuttle fish, squid, frozen, dried, salted or in brine, \$4-9	ES 5	IT 4.5	NL 2.7	25.5
Dairy products, eggs, honey, edible animal products	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040130) Milk and cream not concentrated nor sweetened < 6% fa, \$1-3	CN 95.9	GB 60.7	RU 50.7	294.5
	(040490) Natural milk products, \$1-5	IT 56.7	EG 15.6	KR 14.3	207.9
	(040410) Whey, \$0-0	FR 59.5	CA 39	DE 21.5	201.6
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
	(080920) Cherries, fresh, \$2-7	HK 199.4	CN 129.1	VN 15.3	462.7
	(080232) Walnuts, fresh or dried, shelled, \$5-10	GR 15.7	US 8.2	SA 5.5	60.6
	(081310) Apricots, dried, \$2-6	BY 13.7	NL 8.1	NZ 2.6	32.6
	(081330) Apples, dried, \$3-10	AU 2	CH 1.3	NL 1.1	11.0
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3

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	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1
	(100400) Oats, \$0-1	CN 58.8	ES 7.9	DO 6.3	100.1
	(100810) Buckwheat, \$0-2	FR 1.9	ES 1.2	KR .9	6.4
Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110520) Potato flakes, granules and pellets, \$1-2	CA 17.5	MY 6.6	JP 5	79.1
	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110811) Wheat, starch, \$0-0	NL 19.2	FR 11.5	DE 8.5	58.6
	(110311) Wheat meal, \$1-3	NG 4.2	PL 2.3	US .6	7.8
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
	(130220) Pectic substances, pectinates, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4
	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
	(130212) Liquorice extract, \$7-20	IT 3.2	FI 1.9	DE 1.5	9.7
Animal,vegetable fats and oils, cleavage products, etc	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5

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	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7
	(150790) Refined soya-bean oil, not chemically modified, \$0-2	IN 54.7	SA 8.8	NZ 8.3	124.6
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
Meat, fish and seafood food preparations nes	(160241) Swine hams & cuts thereof, prepared or preserved, \$4-10	GB 62.3	CA 26.8	US 21.3	192.4
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$0-3	IE 67.5	SK 4.9	BG 3.8	95.3
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$8-14	DE 23.9	CA 16.8	FR 13.8	85.8
	(160210) Homogenized preparations of meat and meat offal, \$2-8	SA 39.7	BE 10.5	DE 2.6	67.6
	(160290) Meat, meat offal and blood, prepared or preserved, ne, \$3-9	SA 21.1	TH 9.1	PL 5.2	53.4
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$10-21	CN 657.8	KH 73.3	SA 68.9	898.6
	(190220) Stuffed pasta, \$2-5	GB 20	US 10.2	PL 7.4	77.0
	(190520) Gingerbread and the like, \$2-6	US 26.8	BE 8.1	DE 7.1	58.7
	(190540) Rusks, toasted bread and similar toasted products, \$4-9	MU 2.2	US 1.2	CN .5	7.4
Vegetable, fruit, nut, etc food preparations	(200570) Olives, prepared or preserved, not frozen/vinegar, \$1-3	IT 38.4	US 34.3	AL 12.4	145.1

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		(200110) Cucumbers, gherkins, prepared or preserved by vinegar, \$0-2	CA 18.7	DE 14.1	NL 7.2	75.4
		(200310) Mushrooms, prepared or preserved, not in vinegar, \$1-7	HK 16.4	US 9.1	TH 7.6	57.1
		(200960) Grape juice or must not fermented or spirited, \$1-2	CA 6.1	SA 5	JP 2.7	31.4
		(200110) Cucumbers, gherkins, prepared or preserved by vinegar, \$0-0	DK 5.6	RO 3.7	HU 3.4	30.1
Miscellaneous preparations	edible	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
		(210220) Yeasts, inactive, dead unicellular organisms nes, \$0-2	FR 32.4	AT 8	NL 2.7	63.7
		(210120) Tea and mate extracts, essences and concentrates, \$20-46	NL 36.9	PH 3	EC 2.6	53.3
		(210610) Protein concentrates and textured protein substances, \$13-28	FR 12.6	NL 7.3	AU 6.1	44.2
		(210130) Chicory & other coffee substitutes, roasted & product, \$3-14	DE 4	IT 2.2	RU 1.9	15.1
Beverages, spirits and vinegar		(220720) Ethyl alcohol and other spirits, denatured, \$0-0	KR 138.1	PH 134.4	NL 66.6	496.3
		(220600) Fermented beverages nes (eg cider, perry, mead, etc), \$0-1	RU 43.9	GB 30.9	BW 13.7	133.4
		(220510) Vermouth and other flavoured grape wines - pack < 2l, \$2-6	US 17.7	ES 12.4	UA 6.8	67.1
Residues, wastes of food industry, animal fodder		(230110) Flour or meal, pellet of meat or offal for animal fee, \$0-1	TH 107.3	VN 37.5	NL 15.5	233.8

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	(230690) Vegetable oil-cake and other solid residues nes, \$0-5	YE 25.9	IN 14.2	MY 13.8	70.6
	(230890) Vegetable wastes and residues nes for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1