

## Croatia

### Basic statistics

Current diversification (number of products)	11,566	Potential new products more complex (percentage)	82
Potential new products	1,598	Export opportunity in more complex products (percentage)	70
Potential new products more complex than the country's average	1,316	Import replacement opportunity in more complex products (percentage)	54

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

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	15
Vehicles other than railway, tramway	12
Organic chemicals	11
Pharmaceutical products	11
Optical, photo, technical, medical, etc apparatus	6
Electrical, electronic equipment	6
Iron and steel	5
Copper and articles thereof	5
Miscellaneous chemical products	4
Inorganic chemicals, precious metal compound, isotopes	4
Sum of others with smaller share	20

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

By countries

Country	Percent
USA	17
China	10
United Kingdom	6
France	6
Germany	6
India	4
Italy	3
United Arab Emirates	3
Rep. of Korea	3
Japan	3
Others	22

By regions

Region	Percent
Asia	37
Western Europe	19
Northern America	19
Northern Europe	8
Southern Europe	6
Eastern Europe	5
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
Edible fruit, nuts, peel of citrus fruit, melons	30
Dairy products, eggs, honey, edible animal products	23
Animal, vegetable fats and oils, cleavage products, etc	14
Meat and edible meat offal	8

Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	4
Meat, fish and seafood food preparations nes	4
Miscellaneous edible preparations	4
Live animals	3
Sugars and sugar confectionery	2
Vegetable, fruit, nut, etc food preparations	2
Products of animal origin, nes	2
Fish, crustaceans, molluscs, aquatic invertebrates nes	2

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

By countries

Country	Percent
China, Hong Kong SAR	23
China	20
USA	6
India	6
Rep. of Korea	5
Canada	3
France	3
Japan	3
Others	14

By regions

Region	Percent
Asia	64
Western Europe	10
Northern America	8
Eastern Europe	6
Northern Europe	6

## 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	(284190) Salts of oxymetallic or peroxometallic acids nes, \$3-27	KR 828.6	JP 303.3	US 19.6	1179.2
	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7
	(280300) Carbon (carbon blacks and other forms of carbon, nes), \$0-1	PL 58.4	LK 53.4	IT 43.5	367.3
	(284390) Precious metal compounds except gold, silver, amalgam, \$195-8501	IN 80.4	DE 74.9	FR 74.2	271.8
	(283324) Nickel sulphates, \$3-7	JP 56.7	CA 17.9	MY 7.2	101.8
Organic chemicals	(290122) Propene (propylene), \$0-7	US 191.3	FR 152	SK 97.5	645.0
	(291736) Terephthalic acid, its salts, \$0-1	US 172	VN 113.7	GB 99.9	554.7
	(293319) Heterocyclic compounds with unfused pyrazole ring, ne, \$28-167	BR 173.2	DE 51.4	CH 48.1	395.0
	(290711) Phenol (hydroxybenzene), salts, \$1-17	NL 228.3	PL 14.8	FR 12.4	312.2
	(293090) Organo-sulphur compounds, nes, \$0-4	IN 93.2	FR 57	US 56.7	308.3
Pharmaceutical products	(300220) Vaccines, human use, \$2379-9410	US 3300.4	GB 1484.6	CN 890	6344.2

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	(300439) Hormones nes, except contraceptives, in dosage, \$505-1158	US 844.6	IT 451.6	DE 321.4	2570.1
	(300190) Heparin, salts, for therapeutic use, \$2199-5337	SG 488.6	FR 95.3	US 54.2	684.6
	(300660) Contraceptive preps based on hormones or spermicides, \$55-277	IT 33.1	RU 30.4	ZA 12	192.5
	(300660) Contraceptive preps based on hormones or spermicides, \$277-610	GB 45.3	DE 44.5	HU 18.7	191.2
Miscellaneous chemical products	(381512) Supported catalysts, precious metal based, \$39-204	DE 364.1	PT 209.7	NL 171.6	1825.6
	(381800) Chemical element/compound wafers doped for electronic, \$45-743	TH 316.9	CN 298.1	PH 76.1	846.8
	(381519) Supported catalysts, except nickel or precious metal, \$28-61	US 120.8	RU 118.1	ES 100	631.3
	(381210) Prepared rubber accelerators, \$3-9	TH 40.1	LK 10.4	CN 9.8	87.8
	(380110) Artificial graphite, \$0-1	MY 53.5	FR 4.4	IN 3.4	74.6
Iron and steel	(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
	(721912) Hot rolled stainless steel coil, w >600mm, t 4.75-10m, \$0-2	FR 186.5	IT 142.9	TR 34.9	447.2
	(720821) Hot rolled iron or non-alloy steel, coil,width >600mm, t >10mm, nes, \$0-0	SA 90.4	JP 56	TR 40.9	438.8

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	(721039) Flat rolled iron or non-alloy steel, electro plate/zinc,w >600mm, nes, \$0-0	CN 152.9	PL 29.7	IN 18.5	317.5
	(720824) Hot rolled iron or non-alloy steel, coil,width >600mm, t <3mm thick, ne, \$0-1	NG 162.6	CA 69.2	AO 19.5	304.9
Copper and articles thereof	(740311) Copper cathodes and sections of cathodes unwrought, \$6-6	AE 1449.3	IN 336	EG 237.1	2902.6
	(740911) Plate, sheet, strip, refined copper, coil, t > 0.15mm, \$0-7	IT 171.8	FR 152.4	PL 18.3	391.6
	(740710) Bars, rods & profiles of refined copper, \$0-7	SA 135.8	PH 76.3	VN 19.1	337.5
	(740110) Copper mattes, \$1-12	RU 132.1	CN 29.5	UZ 23.8	232.7
	(740919) Plate, sheet, strip, refined copper, flat, t > 0.15mm, \$0-7	VN 51.9	IT 23.2	FR 16.4	124.7
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
	(847710) Injection-moulding machines for rubber or plastic, \$10602-90066	FR 109.6	TH 106.7	BR 63.6	666.6
	(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

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Electrical, electronic equipment	(852692) Radio remote control apparatus, \$0-11	US 1157	BR 3.5	AR 2.2	1168.6
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(853630) Electrical circuit protectors nes for < 1,000 volts, \$242-307	CN 141.6	JP 52.4	FR 9.6	219.1
	(850153) AC motors, multi-phase, of an output > 75 kW, \$0-1991	US 91.6	NL 35.2	BE 18.3	199.6
	(850213) Generating sets, diesel, output > 375 kVA, \$87805-173310	PK 39.5	IT 12.3	GB 11.3	145.4
Vehicles other than railway, tramway	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(870130) Track-laying tractors (crawlers), \$10200-147074	US 494.9	FR 9.5	ET 6.5	540.3
	(870490) Trucks nes, \$4464-30112	GB 149	RO 18.4	SG 17.5	300.6
	(870310) Snowmobiles, golf cars, similar vehicles, \$7723-15331	US 198.4	SE 10.8	NO 8.1	248.5
	(871150) Motorcycles, spark ignition engine of > 800 cc, \$11548-21728	GB 47.9	SG 45.4	DE 42.1	240.2
Optical, photo, technical, medical, etc apparatus	(902111) Artificial joints, \$1061-2135	FR 315.8	CH 165.9	GB 101.2	809.7
	(901380) Optical devices, appliances and instruments, nes, \$0-10	HK 677.7	US 11	MY 7.6	698.3
	(902211) Medical X-ray apparatus, \$51451-121637	RU 136.6	FR 114.7	BR 88	680.8

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	(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

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	
Live animals	(010391) Swine, live except pure-bred breeding < 50 kg, \$0-62	US 15.1	PT 6.5	NL 5.1	35.8
Meat and edible meat offal	(020319) Swine cuts, fresh or chilled, nes, \$4-8	KR 50.2	CH 10.2	SG 5.5	71.1
	(020322) Hams, shoulders and cuts, of swine, bone in, frozen, \$0-1	GB 4.1	CL 2.5	UA 2.3	16.8
	(020723) Ducks, geese and guinea fowls, domestic, whole, froze, \$2-4	GB 3.7	JP 1.4	BE 1.1	13.7
	(020731) Fatty livers (geese,ducks) domestic fresh or chilled, \$15-40	BE 3.9	ES 1.2	DE .7	7.3
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030263) Coalfish, fresh or chilled, whole, \$0-1	DK 8.1	PL 3.3	DE .5	12.9
	(030250) Cod, fresh or chilled, whole, \$0-5	FR 3.5	DE 3.4	LV 1.5	10.9
	(030739) Mussels, frozen, dried, salted or in brine, \$3-8	US 5.3	AE .7	CA .4	9.0
Dairy products, eggs, honey, edible animal products nes	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5



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	(040811) Egg yolks dried, \$4-6	KR 2	DE 1.4	SA .5	9.2
	(040120) Milk not concentrated nor sweetened 1-6% fat, \$2-3	EE .5	HU .5	BE .4	1.9
Products of animal origin, nes	(050690) Bones and horn-cores unworked or simply worked nes, \$0-5	BE 12.1	JP 5.3	US 4.1	27.6
	(050210) Bristles, hair & waste thereof of pigs, hogs or boars, \$10-32	LK .3	JP .2	TN .1	1.0
	(050290) Hair & waste of badger and of other brush making hair, \$234-362	KR .1	MU 0	SG 0	0.1
Live trees, plants, bulbs, roots, cut flowers etc	(060230) Rhododendrons and azaleas, \$0-2	IT 1.5	GB 1.3	PL 1.1	5.6
Edible fruit, nuts, peel of citrus fruit, melons	(080211) Almonds in shell fresh or dried, \$3-9	CN 222.5	IN 75	AE 15.2	373.8
	(080250) Pistachios, fresh or dried, \$19-36	FR 12	EG 6.7	DE 6.6	28.0
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120923) Seed, fescue, for sowing, \$2-3	CN 22.7	US 18.7	CA 3.2	54.8
Lac, gums, resins, vegetable saps and extracts nes	(130231) Agar-agar, \$57-119	DE .5	KW .4	JP .2	2.0
Animal,vegetable fats and oils, cleavage products, etc	(152090) Glycerol (glycerine), nes including synthetic glycerol, \$0-0	JP 23.8	DK 14.4	VN 10.1	90.8
	(151911) Stearic acid, \$0-2	PL 13.6	CA 12.2	BE 5.6	45.0
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$10-15	PE 7.2	US 5.4	SE 4.4	28.1

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	(150600) Animal fats,oils,fractions not chemically modified ne, \$0-37	CA 8.5	KR 2.5	PH .8	15.4
	(152110) Vegetable waxes except triglycerides, \$4-16	DE 2	ES .8	BE .7	8.0
Meat, fish and seafood food preparations nes	(160412) Herrings, prepared or preserved, not minced, \$0-3	RU 8.1	RO 7.4	EE 5.4	31.3
	(160430) Caviar and caviar substitutes prepared from fish eggs, \$0-14	FR 11.1	KR 2.4	UA 2.1	22.4
Sugars and sugar confectionery	(170210) Lactose and lactose syrup, \$5-11	IE 6.8	US 3.3	CN 2.6	19.4
	(170230) Glucose, glucose syrup < 20% fructose, \$8-25	TG 1.7	CH 1	KR .2	3.7
	(170230) Glucose, glucose syrup < 20% fructose, \$2-5	ES .6	BE .5	JP .5	3.2
Vegetable, fruit, nut, etc food preparations	(200490) Vegetables nes and mixtures, prepared, frozen, \$4-7	FR 5.4	KW 4	SE 3.8	22.1
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$16-31	FI .3	CN .3	JP .1	1.0
Miscellaneous edible preparations	(210500) Ice cream and other edible ice, \$5-10	US 10.8	NL 8.9	HK 6.1	56.5
	(210410) Soups and broths and preparations thereof, \$16-36	FI .8	FR .3	MN .1	1.9