

Hungary

Basic statistics

Current diversification (number of products)	16,143	Potential new products more complex (percentage)	86
Potential new products	671	Export opportunity in more complex products (percentage)	79
Potential new products more complex than the country's average	579	Import replacement opportunity in more complex products (percentage)	46

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Pharmaceutical products	17
Machinery & mech appliance etc	16
Inorganic chemicals, precious metal compound, isotopes	10
Organic chemicals	7
Electrical, electronic equipment	7
Optical, photo, technical, medical, etc apparatus	6
Pearls, precious stones, metals, coins, etc	6
Iron and steel	5
Articles of iron or steel	5
Nickel and articles thereof	3
Sum of others with smaller share	17

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

By countries

Country	Percent
USA	20
United Kingdom	10
China	9
Rep. of Korea	6
Germany	5
Japan	4
France	4
China, Hong Kong SAR	3
Canada	3
India	3
Others	19

By regions

Region	Percent
Asia	38
Northern America	22
Western Europe	14
Northern Europe	12
Southern Europe	4
Eastern Europe	4

Potential new sectors for diversification (Agri-business products)

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

Product	Percent
Animal,vegetable fats and oils, cleavage products, etc	56
Meat and edible meat offal	19
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	8

Catalogue of Diversification Opportunities 2022

Fish, crustaceans, molluscs, aquatic invertebrates nes	7
Milling products, malt, starches, inulin, wheat gluten	6
Miscellaneous edible preparations	2
Sugars and sugar confectionery	1

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

By countries

Country	Percent
France	15
Belgium	13
Germany	11
Poland	6
Russian Federation	5
China	5
USA	4
Saudi Arabia	4
Finland	3
Japan	3
Others	13

By regions

Region	Percent
Western Europe	42
Asia	21
Eastern Europe	12
Northern Europe	8
Northern America	6
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	(284190) Salts of oxymetallic or peroxometallic acids nes, \$3-27	KR 828.6	JP 303.3	US 19.6	1179.2
	(282520) Lithium oxide and hydroxide, \$12-38	JP 402.5	KR 161.6	ES 3.5	581.8
	(283691) Lithium carbonates, \$11-27	KR 376.7	US 57.9	DE 20.4	467.7
	(284390) Precious metal compounds except gold, silver, amalgam, \$0-195	CN 355.5	PL 4.2	US 2.2	363.7
	(284390) Precious metal compounds except gold, silver, amalgam, \$195-8501	IN 80.4	DE 74.9	FR 74.2	271.8
Organic chemicals	(293490) Heterocyclic compounds, nes, \$777-1397	DE 197	FR 100.5	JP 68.3	463.3
	(290930) Aromatic ethers, derivatives, \$8-43	JP 54.2	KR 16.1	US 13.3	138.2
	(290539) Diols except ethylene and propylene glycol, \$0-1	KR 48	ES 34	IT 15.4	117.3
	(290810) Halogen derivs of phenols or phenol-alcohols, & salts, \$0-6	CN 80.1	KR 21	IN 6	115.6
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$28-69	NL 73.1	CN 22.3	IN 5.3	113.7
Pharmaceutical products	(300220) Vaccines, human use, \$2379-9410	US 3300.4	GB 1484.6	CN 890	6344.2

Catalogue of Diversification Opportunities 2022

Pearls, precious stones, metals, coins, etc	(711029) Palladium in semi-manufactured forms, \$44611-104574	GB 1272.4	CH 320.2	CA 278.8	1947.6
	(710610) Silver powder, \$122-627	GB 57	FR 55.2	HK 24.5	149.0
	(711019) Platinum in semi-manufactured forms, \$31013-71353	DE 39.5	KR 37.7	US 13.4	110.2
	(711420) Gold, silversmith wares, base clad with precious meta, \$33-244	MY 1	GB .6	GR .5	4.4
Iron and steel	(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
	(720221) Ferro-silicon, >55% silicon, \$1-1	JP 270.4	ID 40.6	RU 14.4	367.3
	(720110) Pig iron, non-alloy, <0.5% phosphorus, \$0-1	DE 92.8	KR 54	BY 42.7	288.5
	(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
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	ID 65.1	DK 15.7	DE 14.2	113.8
Articles of iron or steel	(730511) Pipe-line submerged arc welded steel diameter >406mm, \$1-2	RS 236.9	BG 208.4	US 165.6	1236.0
	(730519) Pipe (oil/gas line) iron or steel nes, diameter >406m, \$1-8	RO 56.8	IT 33.3	MD 16.5	148.8
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$9-21	EG 57.3	SA 19.7	GB 6.9	92.5

Catalogue of Diversification Opportunities 2022

	(732111) Cooking appliances for gas fuel, etc, iron or steel, \$476-1394	NL 21.9	US 19	SG .6	43.9
	(731581) Chain, stud link, iron or steel, \$0-2	AU 5.5	CL 4	JP 4	25.2
Nickel and articles thereof	(750210) Nickel unwrought, not alloyed, \$0-13	MY 252.7	IN 103.9	FR 78.2	528.7
	(750400) Nickel powders and flakes, \$0-21	CN 105.7	KR 56.3	US 20.2	210.8
	(750220) Nickel unwrought, alloyed, \$13-50	GB 63	US 34.8	IT 16	170.5
	(750712) Tubes and pipe, nickel alloy, \$96-200	US 48.1	CN 28.5	SG 4.3	84.0
	(750620) Plates, sheet, strip and foil, nickel alloy, \$0-22	FR 20.3	US 16.6	CN 8.1	80.5
Machinery & mech appliance etc	(841182) Gas turbine engines of a power > 5000 kW, \$27700-2143688	CA 195.2	GB 96.3	SG 78.4	725.2
	(845129) Drying machines, nes, \$336-4747	US 592.2	CA 54.8	CN 2.1	657.5
	(842619) Transporter or bridge cranes, \$2034-50051	US 157.9	IN 100.1	PK 33.6	392.7
	(841810) Combined refrigerator-freezers, two door, \$1081-2714	US 307.3	FI 17.8	HK 9.4	341.4
	(843360) Machines for cleaning, sorting, grading eggs/fruit/et, \$6501-85467	CL 53.3	NL 40.3	FR 30.9	337.6
Electrical, electronic equipment	(850230) Electric generating sets, nes, \$102223-453892	NL 366.9	AU 319.5	AR 107	1326.1
	(850230) Electric generating sets, nes, \$54215-102223	US 99.2	UA 65.9	MY 44.6	300.0

Catalogue of Diversification Opportunities 2022

	(853630) Electrical circuit protectors nes for < 1,000 volts, \$242-307	CN 141.6	JP 52.4	FR 9.6	219.1
	(850163) AC generators, of an output 375-750 kVA, \$309-8228	KR 156.8	US 4.3	VN 3.5	176.2
	(851631) Electric hair dryers, \$92-273	CN 136	IT 6.1	ES 2.4	150.3
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
	(901380) Optical devices, appliances and instruments, nes, \$0-10	HK 677.7	US 11	MY 7.6	698.3
	(901320) Lasers, other than laser diodes, \$5888-14524	US 378.7	TH 10	MY 8.9	408.6
	(900390) Parts of frames and mountings for spectacles etc, \$298-681	IT 87.3	FR 26.7	CN 24.4	161.4
	(901841) Dental drill engines, \$0-56	PL 7.8	RU 3.9	ES 2.5	26.5

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	(020442) Sheep cuts, bone in, frozen, \$5-12	SA 19.8	JP 11.1	NL 9.6	90.1
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030191) Trout, live, \$3-12	FR 16.9	DE 3.7	IE 1	23.6
	(030250) Cod, fresh or chilled, whole, \$0-5	FR 3.5	DE 3.4	LV 1.5	10.9

Catalogue of Diversification Opportunities 2022

	(030619) Crustaceans nes, frozen,, \$143-297	FI .1	JP 0	KR 0	0.1
Cereals	(100810) Buckwheat, \$2-5	SE .1	QA .1	DK .1	0.7
Milling products, malt, starches, inulin, wheat gluten	(110811) Wheat, starch, \$0-1	FI 13.5	GB 3.7	US 2.8	30.6
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(121120) Ginseng roots, \$13-75	CN 21.8	US 9.3	IT 1.4	38.7
	(120925) Seed, rye grass, for sowing, \$5-11	US .3	NZ .1	LU 0	0.5
Animal,vegetable fats and oils, cleavage products, etc	(151930) Industrial fatty alcohols, \$0-1	BE 57.9	FR 48.7	DE 38.4	224.8
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$10-15	PE 7.2	US 5.4	SE 4.4	28.1
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$5-10	KR 1.6	NL 1.2	CN 1	11.6
Sugars and sugar confectionery	(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	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$16-31	FI .3	CN .3	JP .1	1.0
Miscellaneous edible preparations	(210220) Yeasts, inactive, dead unicellular organisms nes, \$53-170	DE 4.3	CO .8	KR .6	7.8