

Morocco

Basic statistics

Current diversification (number of products)	8,868	Potential new products more complex (percentage)	85
Potential new products	2,630	Export opportunity in more complex products (percentage)	67
Potential new products more complex than the country's average	2,241	Import replacement opportunity in more complex products (percentage)	60

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	15
Iron and steel	12
Machinery & mech appliance etc	11
Optical, photo, technical, medical, etc apparatus	6
Inorganic chemicals, precious metal compound, isotopes	5
Vehicles other than railway, tramway	4
Electrical, electronic equipment	4
Plastics and articles thereof	3
Meat and edible meat offal	3
Paper & paperboard, articles of pulp, paper and board	3
Sum of others with smaller share	35

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

By countries

Country	Percent
USA	12
China	11
France	6
Germany	6
Thailand	4
Rep. of Korea	4
Italy	3
Viet Nam	3
Netherlands	3
Japan	3
United Kingdom	3
Others	27

By regions

Region	Percent
Asia	40
Western Europe	20
Northern America	14
Northern Europe	6
Eastern Europe	6
Southern Europe	6
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
Cereals	17

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Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	8
Dairy products, eggs, honey, edible animal product nes	6
Milling products, malt, starches, inulin, wheat gluten	5
Fish, crustaceans, molluscs, aquatic invertebrates nes	5
Cereal, flour, starch, milk preparations and products	5
Tobacco and manufactured tobacco substitutes	4
Sugars and sugar confectionery	3
Cocoa and cocoa preparations	3
Meat, fish and seafood food preparations nes	3
Animal,vegetable fats and oils, cleavage products, etc	2
Products of animal origin, nes	2
Residues, wastes of food industry, animal fodder	2
Sum of others with smaller share	4

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

By countries

Country	Percent
China	29
Germany	7
Japan	5
USA	5

By regions

Region	Percent
Asia	51
Western Europe	15
Northern Europe	8
Northern America	6

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Viet Nam	5	Eastern Europe	5
United Kingdom	3	Southern Europe	5
Rep. of Korea	3	South America	3
France	3		
Others	20		

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	
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
	(020220) Bovine cuts bone in, frozen, \$3-9	CN 225.5	KR 153.3	AE 6.1	411.8
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
	(021019) Swine meat, salted/dried/smoked ham/shoulder/bell, \$4-12	DK 32	GB 14.3	FR 13.1	87.0
Inorganic chemicals, precious metal compound, isotopes	(281820) Aluminium oxide, except artificial corundum, \$0-0	AE 668.9	CN 358.7	FR 254.2	1559.4
	(282590) Metal bases, oxides, hydroxides, peroxides, nes, \$1-25	KR 1123.4	JP 108.4	CA 41.3	1353.7

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	(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
	(280300) Carbon (carbon blacks and other forms of carbon, nes), \$1-4	VN 183.7	US 113.6	FR 60.5	530.2
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
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(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
Plastics and articles thereof	(390930) Amino-resins nes, in primary forms, \$1-4	CA 248.7	CO 20.1	US 15.4	378.5
	(392030) Sheet/film not cellular/reinf polymers of styrene, \$0-2	FR 138.5	CA 54.5	NL 39.8	283.6
	(390791) Polyesters nes, unsaturated, in primary forms, \$0-2	FR 51.2	SE 36.9	DE 32.4	230.8
	(390220) Polyisobutylene in primary forms, \$0-1	FR 153.9	SG 13.4	CN 8.8	216.2
	(391400) Ion exchangers based on polymers in primary forms, \$3-24	CA 30	JP 15.8	GB 11.7	167.8
Paper & paperboard, articles of pulp, paper and board	(480411) Paper, Kraftliner, unbleached, uncoated, \$0-0	CN 235.1	IT 170.7	TR 64.5	571.5

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	(480421) Paper, sack kraft, unbleached, uncoated, \$0-1	DE 160	SI 105.9	CA 37.8	513.2
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
	(481021) Paper, fine, light weight coated, \$0-2	JP 195.7	PL 64.6	NL 26.4	327.1
	(481139) Paper, coated, impregnated, covered with plastics, ne, \$0-2	FR 71.3	BE 60.9	GB 50.8	316.8
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
	(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
	(722530) Hot rolled alloy-steel, coils width >600mm, nes, \$0-1	TH 597	SE 199.8	BE 58	1011.5
Machinery & mech appliance etc	(845710) Machining centres, for working metal, \$38624-140463	FR 210.7	RU 148.3	CA 39.6	671.1
	(847710) Injection-moulding machines for rubber or plastic, \$10602-90066	FR 109.6	TH 106.7	BR 63.6	666.6
	(842959) Earth moving/road making equipment, self-propelled ne, \$59482-118215	US 321.1	GB 17.3	IE 16.1	522.8
	(843311) Mowers, powered, lawn, with horizontal cutting device, \$118-829	US 152.3	DE 127.9	PL 56.8	494.6

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	(840790) Engines, spark-ignition types, \$127-1508	US 347.1	BE 7.6	IE 7.5	386.9
Electrical, electronic equipment	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(851632) Electro-thermic hairdressing apparatus, nes, \$0-13	US 313.6	DE 71.8	JP 38.6	553.5
	(850423) Liquid dielectric transformers > 10,000 KVA, \$2387-392273	FR 66.9	BH 26.9	CI 26.7	442.3
	(850720) Lead-acid electric accumulators except for vehicles, \$181-360	US 177.5	CH 11.9	AU 11.3	247.2
	(850153) AC motors, multi-phase, of an output > 75 kW, \$0-1991	US 91.6	NL 35.2	BE 18.3	199.6
Vehicles other than railway, tramway	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(870422) Diesel powered trucks weighing 5-20 tonnes, \$52514-103973	GB 577.9	CA 173.6	IE 145.2	1180.6
	(870590) Special purpose motor vehicles nes, \$130637-270019	DE 323.6	VN 102.6	CA 100.2	810.7
	(870130) Track-laying tractors (crawlers), \$10200-147074	US 494.9	FR 9.5	ET 6.5	540.3
	(870510) Mobile cranes, \$33973-229543	KZ 48.5	UZ 48.4	KR 47.8	395.7
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
	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3

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	(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

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		#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
	(020220) Bovine cuts bone in, frozen, \$3-9	CN 225.5	KR 153.3	AE 6.1	411.8
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
	(021019) Swine meat, salted/dried/smoked not ham/shoulder/bell, \$4-12	DK 32	GB 14.3	FR 13.1	87.0
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
	(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
	(030541) Salmon, smoked, including fillets, \$0-12	GR 14.3	GB 8.9	HK 6	39.4

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	(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	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040410) Whey, \$0-0	FR 59.5	CA 39	DE 21.5	201.6
	(040620) Cheese, grated or powdered, of all kinds, \$4-8	GB 41.4	GT 22.9	HN 12.6	165.8
	(040110) Milk not concentrated nor sweetened < 1% fat, \$0-0	IT 35.4	IE 24.8	PH 4.7	79.9
	(041000) Edible products of animal origin nes, \$5-56	TH 45.9	MO 11	VN 3.6	68.2
Products of animal origin, nes	(050510) Feathers and down used for stuffing, \$5-49	VN 72.6	JP 47.7	CN 23	219.5
	(050510) Feathers and down used for stuffing, \$0-5	CN 36.8	ES 7.8	HU 4.6	57.0
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3
	(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
	(110900) Wheat gluten, \$0-1	NO 61.7	FR 40.7	NL 19.9	176.4
	(110412) Oats, rolled or flaked grains, \$0-2	US 111.6	VN 17.1	DE 8.3	170.3

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	(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
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(120799) Oil seeds and oleaginous fruits, nes, \$11-25	US 41.7	FR 15.1	IT 1.5	64.1
	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120791) Poppy seeds, \$0-3	AT 13.6	NL 8.3	UA 4.9	38.7
	(121300) Cereal straw & husks, unprepared, \$0-0	SA 11.6	KR 6.5	PS 3.1	36.7
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
	(152200) Degras, residues from treatment animal & veg waxes, \$0-1	FR 19.1	ES 11.4	US 1.7	34.5
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$10-15	PE 7.2	US 5.4	SE 4.4	28.1
	(151610) Animal fats, oils, fractions, hydrogenated, esterifie, \$1-21	GB 6.8	DE 6.5	AU 6.1	27.6
	(150600) Animal fats,oils,fractions not chemically modified ne, \$0-37	CA 8.5	KR 2.5	PH .8	15.4
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

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	(160100) Sausages, similar products of meat, meat offal & bloo, \$7-15	FR 63.9	NL 24.4	US 7.5	127.5
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$0-3	IE 67.5	SK 4.9	BG 3.8	95.3
	(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
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170210) Lactose and lactose syrup, \$1-5	IE 21.2	IN 19.7	BE 13.4	184.2
	(170220) Maple sugar and maple syrup, \$3-10	US 17.6	NL 5.8	DE 5.5	48.3
	(170260) Fructose, syrup > 50% fructose, not pure fructose, \$1-5	VN 22.5	US 1.9	DE 1.7	32.1
	(170260) Fructose, syrup > 50% fructose, not pure fructose, \$0-1	US 4.1	PL 2.4	FR 1.8	19.8
Cocoa and cocoa preparations	(180310) Cocoa paste not defatted, \$3-5	RU 135.5	DE 58.3	FR 54.5	568.4
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retai, \$10-21	CN 657.8	KH 73.3	SA 68.9	898.6
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$10-24	CN 33.2	ID 21.3	LK 9	67.9
	(190510) Crispbread, \$6-11	FR 3.6	FI .8	US .7	8.4
	(190540) Rusks, toasted bread and similar toasted products, \$4-9	MU 2.2	US 1.2	CN .5	7.4

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	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$7-16	KW .7	SE .5	AE .3	2.1
Residues, wastes of food industry, animal fodder	(230110) Flour or meal, pellet of meat or offal for animal feed, \$0-1	TH 107.3	VN 37.5	NL 15.5	233.8
	(230310) Residues of starch manufacture and similar residues, \$0-1	EG 83.8	CL 12.1	RU 11.7	143.2
	(230890) Vegetable wastes and residues for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1
Tobacco and manufactured tobacco substitutes	(240399) Products of tobacco, substitutes, extract, essence, \$67-157	JP 505.6	LV 47	LT 42.2	667.1