

Madagascar

Basic statistics

Current diversification (number of products)	3,234	Potential new products more complex (percentage)	71
Potential new products	3,813	Export opportunity in more complex products (percentage)	38
Potential new products more complex than the country's average	2,690	Import replacement opportunity in more complex products (percentage)	29

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	12
Organic chemicals	8
Plastics and articles thereof	8
Electrical, electronic equipment	7
Optical, photo, technical, medical, etc apparatus	7
Vehicles other than railway, tramway	5
Iron and steel	5
Pharmaceutical products	4
Miscellaneous chemical products	3
Articles of iron or steel	3
Sum of others with smaller share	38

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

By countries

Country	Percent
USA	14
China	7
France	6
Germany	6
Italy	4
United Kingdom	4
Thailand	4
Netherlands	3
Japan	3
India	3
Belgium	3
Others	27

By regions

Region	Percent
Asia	34
Western Europe	21
Northern America	16
Eastern Europe	8
Southern Europe	7
Northern Europe	7
South America	4

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	16
Dairy products, eggs, honey, edible animal product nes	10

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Meat and edible meat offal	10
Vegetable, fruit, nut, etc food preparations	9
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	8
Animal,vegetable fats and oils, cleavage products, etc	6
Meat, fish and seafood food preparations nes	6
Cereal, flour, starch, milk preparations and products	6
Tobacco and manufactured tobacco substitutes	5
Cereals	5
Fish, crustaceans, molluscs, aquatic invertebrates nes	4
Sugars and sugar confectionery	3
Residues, wastes of food industry, animal fodder	2
Milling products, malt, starches, inulin, wheat gluten	2
Sum of others with smaller share	7

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

By countries

Country	Percent
USA	15
Germany	9
United Kingdom	8
China	7

By regions

Region	Percent
Asia	33
Western Europe	18
Northern America	17
Northern Europe	14

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China, Hong Kong SAR	5	Southern Europe	7
Japan	4	Eastern Europe	6
Italy	4		
Netherlands	3		
France	3		
United Arab Emirates	3		
Others	22		

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
	(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
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
Pharmaceutical products	(300439) Hormones nes, except contraceptives, in dosage, \$1544-4696	US 1677.7	IT 1501.4	NL 457.2	4200.4

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	(300220) Vaccines, human use, \$154-845	BE 2807	GB 261.6	VN 136.5	3846.7
	(300432) Adrenal cortical hormones, in dosage, \$55-219	US 345	RU 81.3	VN 40.9	789.0
	(300431) Insulin, in dosage, \$99-344	CN 253.2	DE 81.2	RO 44.5	728.8
	(300432) Adrenal cortical hormones, in dosage, \$219-467	FR 325.8	BE 70.7	GB 48.9	693.9
Miscellaneous chemical products	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1
	(380810) Insecticides, packaged for retail sale, \$28-63	BR 284.1	FR 98.3	IN 67.9	736.0
	(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, \$4-17	TH 392.4	KR 164	DE 19.7	680.3
	(381519) Supported catalysts, except nickel or precious metal, \$5-28	KR 126.6	QA 94	NL 47	605.2
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
	(390740) Polycarbonates, in primary forms, \$0-2	CN 579.4	ES 67.8	RU 38.9	868.3

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Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, nes, \$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
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	FR 263	IT 60.8	ES 39.7	560.2
	(720822) Hot rolled iron or non-alloy steel, coil,width >600mm, t 4.75-10mm, nes, \$0-0	IT 188.6	MY 86.6	TR 71.4	530.0
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
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730439) Iron/non-alloy steel pipe or tubing, nes, \$1-6	FR 40.3	RU 40.2	EG 27.2	276.5
	(730210) Railway/tramway rails, iron or steel, \$0-4	SE 37.7	BY 34	IN 30	262.2
Machinery & mech appliance etc	(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

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	(847780) rubber or plastic working machines, nes, \$395-20232	IN 223.1	US 149.1	PL 80.6	711.8
	(842720) Self-propelled works trucks, non-electric, \$12020-40163	RU 204.1	FR 73.7	GB 53.6	684.3
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(851671) Electric coffee or tea makers, domestic, \$31-240	NL 156.5	US 126.2	PL 98	666.8
	(850790) Parts of electric accumulators, including separators, \$5-42	PL 228	DE 176.2	TH 101.9	659.1
	(851632) Electro-thermic hairdressing apparatus, nes, \$0-13	US 313.6	DE 71.8	JP 38.6	553.5
Vehicles other than railway, tramway	(870120) Road tractors for semi-trailers (truck tractors), \$17940-76646	PL 1140.1	IT 683.2	DE 528.7	5164.4
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(871190) Motorcycles with other than a spark ignition engine, \$303-1677	DE 359.3	NL 175.8	FR 92.8	1029.9
	(870590) Special purpose motor vehicles nes, \$37716-130637	FR 347.8	RU 113.9	TH 37.5	937.6
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4
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

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	(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
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2

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	(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
	(021090) Meat and edible meat offal cured, flours, meals nes, \$2-12	GB 18.2	HR 4	IT 1.9	35.5
	(020321) Swine carcasses and half carcasses, frozen, \$2-5	HK 16.6	DO 2.7	MO 2.4	27.6
	(020743) Duck, goose, guinea fowl cuts, offal not liver, froze, \$3-10	HK 9.6	TH 2.5	AT 2.3	20.6
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

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	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5
	(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	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040610) Fresh cheese, unfermented whey cheese, curd, \$3-6	DE 61.3	IT 52.6	SA 45.9	393.7
	(040310) Yogurt, \$1-4	GB 168.6	RU 32.5	FI 29.2	336.6
	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5
	(040130) Milk and cream not concentrated nor sweetened < 6% fa, \$1-3	CN 95.9	GB 60.7	RU 50.7	294.5
Edible fruit, nuts, peel of citrus fruit, melons	(080212) Almonds, fresh or dried, shelled, \$6-9	IT 236.4	NL 172.7	AE 93.8	1082.5
	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(080620) Grapes, dried, \$1-4	GB 163.5	DE 81.2	NL 58.7	529.7
	(080920) Cherries, fresh, \$2-7	HK 199.4	CN 129.1	VN 15.3	462.7
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
Cereals	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2

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	(100620) Rice, husked (brown), \$0-2	KR 185.6	NE 41.5	IT 21.3	335.1
Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110412) Oats, rolled or flaked grains, \$0-2	US 111.6	VN 17.1	DE 8.3	170.3
	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110812) Maize (corn) starch, \$0-1	DE 9.7	BE 6.1	NL 5.3	56.1
	(110429) Cereals, hulled, pearled, sliced or kibbled nes, \$0-2	CN 23.4	PL 5.5	FR 4.5	44.2
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
	(120600) Sunflower seeds, \$0-0	TR 184.9	FR 123.2	BG 102.2	651.4
	(120799) Oil seeds and oleaginous fruits, nes, \$11-25	US 41.7	FR 15.1	IT 1.5	64.1
	(120400) Linseed, \$0-3	FR 6.7	DE 3.8	AU 1.2	16.9
	(120890) Flour or meal of oil seed, fruit, except mustard, soy, \$1-8	IT 1.2	PL .7	DK .5	5.0
Animal,vegetable fats and oils, cleavage products, etc	(150420) Fish oils except liver, not chemically modified, \$1-19	NO 144.6	CN 45.6	KR 30.9	329.4
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(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

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	(150910) Olive oil, virgin, \$3-8	CH 47.1	JP 32.4	CN 9.7	117.1
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
	(160415) Mackerel, prepared or preserved, not minced, \$2-8	JP 107.9	TH 31.3	NL 26.2	223.8
	(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, \$3-8	US 33	GB 25.1	NL 23.1	187.2
	(160250) Bovine meat, offal nes, not livers, prepared/preserve, \$3-8	GB 47.1	US 21.5	PL 6.7	139.1
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
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170220) Maple sugar and maple syrup, \$3-10	US 17.6	NL 5.8	DE 5.5	48.3
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$5-10	DK 19.7	SA 5.3	KR 4.6	38.9
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
	(190540) Rusks, toasted bread and similar toasted products, \$2-4	AE 12.6	US 10.2	NL 9.4	79.0

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	(190220) Stuffed pasta, \$2-5	GB 20	US 10.2	PL 7.4	77.0
	(190230) Pasta except uncooked or stuffed, \$3-7	US 37.5	FR 14.7	PL 6.3	68.2
	(190520) Gingerbread and the like, \$2-6	US 26.8	BE 8.1	DE 7.1	58.7
Vegetable, fruit, nut, etc food preparations	(200410) Potatoes, prepared, frozen, \$0-2	SA 56	JP 49.4	BR 49.4	620.0
	(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
	(200820) Pineapples, otherwise prepared or preserved, \$1-2	US 141.2	AU 6.3	JP 2.7	159.8
	(200570) Olives, prepared or preserved, not frozen/vinegar, \$1-3	IT 38.4	US 34.3	AL 12.4	145.1
Residues, wastes of food industry, animal fodder	(230120) Flour or meal, pellet, fish, etc, for animal feed, \$1-1	US 40	KR 39.9	JP 39.4	279.7
	(230990) Animal feed preparations nes, \$4-9	ES 50.4	IN 37.4	PL 15.9	199.7
	(230890) Vegetable wastes and residues nes for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1
Tobacco and manufactured tobacco substitutes	(240210) Cigars, cheroots and cigarillos, containing tobacco, \$51-173	US 1071.6	JP 81.9	RS 20.6	1216.1