

Marshall Isds

Basic statistics

Current diversification (number of products)	444	Potential new products more complex (percentage)	68
Potential new products	3,380	Export opportunity in more complex products (percentage)	32
Potential new products more complex than the country's average	2,313	Import replacement opportunity in more complex products (percentage)	.

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	12
Electrical, electronic equipment	9
Plastics and articles thereof	9
Optical, photo, technical, medical, etc apparatus	6
Iron and steel	4
Vehicles other than railway, tramway	4
Paper & paperboard, articles of pulp, paper and board	4
Organic chemicals	4
Articles of iron or steel	4
Articles of apparel, accessories, knit or crochet	2
Sum of others with smaller share	42

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

By countries

Country	Percent
USA	16
France	8
Germany	6
China	5
United Kingdom	4
Thailand	4
Russian Federation	3
Netherlands	3
India	3
Italy	3
Japan	3
Others	28

By regions

Region	Percent
Asia	33
Western Europe	22
Northern America	17
Eastern Europe	8
Northern Europe	7
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
Vegetable, fruit, nut, etc food preparations	13
Cocoa and cocoa preparations	12

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Dairy products, eggs, honey, edible animal products	12
Edible fruit, nuts, peel of citrus fruit, melons	11
Cereal, flour, starch, milk preparations and products	10
Animal, vegetable fats and oils, cleavage products, etc	8
Miscellaneous edible preparations	7
Meat, fish and seafood food preparations	6
Edible vegetables and certain roots and tubers	4
Live trees, plants, bulbs, roots, cut flowers etc	3
Cereals	3
Beverages, spirits and vinegar	2
Milling products, malt, starches, inulin, wheat gluten	2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Sum of others with smaller share	4

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

By countries

Country	Percent
USA	12
United Kingdom	8
Germany	6
France	6

By regions

Region	Percent
Asia	33
Western Europe	20
Northern America	14
Northern Europe	13

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Netherlands	5	Eastern Europe	9
Russian Federation	5	Southern Europe	5
China	5		
United Arab Emirates	4		
Japan	4		
Others	26		

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, \$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
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$354-848	IT 305.4	DE 236.5	CH 111.6	696.0
	(293490) Heterocyclic compounds, nes, \$1397-5698	US 300.4	GB 135.1	CH 29.6	509.6
Plastics and articles thereof	(390110) Polyethylene - specific gravity <0.94 in primary form, \$1-1	SG 1067.1	CN 508.3	EG 226.5	2620.5
	(390120) Polyethylene - specific gravity >0.94 in primary form, \$1-1	SG 758.4	RU 257.7	BE 207.5	2290.7

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	(390190) Polymers of ethylene nes, in primary forms, \$0-1	CN 774.1	BR 202.9	MY 159.3	1671.2
	(390690) Acrylic polymers nes, in primary forms, \$0-1	FR 334.1	NL 198.2	ES 191.5	1294.5
	(390110) Polyethylene - specific gravity <0.94 in primary form, \$0-1	BR 184	CL 131	NG 126.3	1139.5
Paper & paperboard, articles of pulp, paper and board	(480100) Newsprint, \$0-3	US 1748.1	IT 250.9	DE 221.2	2871.7
	(480252) Paper, fine, woodfree, 40 - 150 g/m2, uncoated, \$0-2	US 455.5	JP 208.2	PE 120.7	1572.6
	(480411) Paper, Kraftliner, unbleached, uncoated, \$0-0	CN 235.1	IT 170.7	TR 64.5	571.5
	(480100) Newsprint, \$0-0	IN 372.1	HU 21.5	TH 19.5	491.8
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
Articles of apparel, accessories, knit or crochet	(610832) Womens, girls nightdress or pyjama manmade fibre, kni, \$5-16	JP 110.2	FR 50.6	HK 48.7	412.8
	(610712) Mens, boys underpants or briefs, manmade fibre, knit, \$3-12	JP 207.4	US 80.2	FR 44.1	377.0
	(611130) Babies garments, accessories of synthetic fibres, kni, \$21-51	US 260.1	ES 16.5	GB 6	302.6
	(610822) Womens, girls briefs or panties, manmade fibre, knit, \$0-2	KR 81.7	AT 49	RU 37.5	275.6
	(610831) Womens, girls nightdress or pyjamas, of cotton, knit, \$4-12	FR 87	JP 49.5	AE 40.4	244.1
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

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	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, nes, \$0-1	TH 558.3	JP 485.6	IT 161.7	1586.8
	(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
	(721420) Bar/rod, iron or non-alloy steel, indented or twisted, nes, \$0-1	BO 128.9	GB 103	CA 96.8	1037.5
Articles of iron or steel	(730420) Casings, tubing and drill pipe, for oil drilling, \$1-9	NO 196.5	IN 120.9	KW 116.3	973.0
	(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
	(730660) Hollow profiles/tubes,iron/steel,non-circular, welded, \$0-0	FR 301.7	SG 37.8	MM 18.6	490.0
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
Machinery & mech appliance etc	(842952) Shovels and excavators with revolving superstructure, \$36269-86767	FR 967.2	US 867.9	RU 663.9	3641.9
	(840820) Engines, diesel, for motor vehicles, \$771-6587	BE 701.9	AT 433	PT 416.2	3241.6
	(841199) Parts of gas turbine engines except turbo-jet/prop, \$0-56	US 839	FR 196.5	HU 96.1	1522.1
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4

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	(841850) Refrigerator/freezer chests/cabinets/showcases, \$450-1594	FR 439.5	PL 54	AU 31.4	905.4
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(850720) Lead-acid electric accumulators except for vehicles, \$62-181	RU 212.5	DE 203.9	US 177.6	1322.0
	(850910) Domestic vacuum cleaners, \$65-158	FR 592.1	RU 177.6	HK 92.7	1322.0
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
Vehicles other than railway, tramway	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(870422) Diesel powered trucks weighing 5-20 tonnes, \$18209-52514	IT 273.4	ES 175.9	CO 73.3	1238.7
	(871690) Trailer/non-mechanically propelled vehicle parts nes, \$0-3	FR 141	TR 52.4	GB 49.5	442.1
	(871200) Bicycles, other cycles, not motorized, \$495-1162	GB 86.6	IT 29.2	BE 18.7	218.8
	(870821) Safety seat belts for motor vehicles, \$13-56	ES 56.8	GB 52.6	BR 28.6	216.3
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
	(902130) Artificial body parts, aids and appliances, etc, \$243-1093	NL 534	US 353.1	ES 106	1487.5
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2

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	(902211) Medical X-ray apparatus, \$4661-51451	US 233.5	FR 123.5	DE 101.9	996.0
	(902140) Hearing aids, except parts and accessories, \$85-242	FR 373.8	NL 146.2	GB 114.7	872.6

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	
Dairy products, eggs, honey, edible animal products	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040700) Birds eggs, in shell, fresh, preserved or cooked, \$1-5	SG 127.4	HK 103.6	NL 53.5	417.5
	(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
Live trees, plants, bulbs, roots, cut flowers etc	(060299) Plants, live (including their roots), nes, \$0-1	DK 156.3	FR 143.7	IE 22.6	408.5
	(060220) Trees, edible fruit or nut, shrubs and bushes, \$2-4	RU 36.5	PE 17	IN 8.1	105.1
	(060390) Cut flowers and flower buds for bouquets, dried, etc., \$5-20	NL 44.1	CZ 9.9	BE 7.2	88.4
	(060491) Foliage, branches, for bouquets, etc. - fresh, \$0-3	GB 32.5	FR 24.4	RU 2.3	69.5

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	(060499) Foliage, branches, for bouquets, etc. - except fresh, \$4-13	DE 14.3	US 2.3	KR 2.2	30.1
Edible vegetables and certain roots and tubers	(071080) Vegetables, frozen nes, uncooked steamed or boiled, \$1-3	US 75.1	JP 54.4	GB 23.9	227.5
	(070951) Mushrooms, fresh or chilled, \$0-3	FR 96.8	IE 17	NL 12.9	210.7
	(071340) Lentils dried, shelled, \$0-1	EG 38.5	ET 35.1	GB 15.3	114.1
	(070700) Cucumbers and gherkins, fresh or chilled, \$0-2	US 31	SK 7.5	KZ 5.6	75.5
	(071230) Mushrooms and truffles, dried, not further prepared, \$6-37	TH 39.4	IT 5.3	CA 3	57.9
Edible fruit, nuts, peel of citrus fruit, melons	(081190) Fruits and nuts (uncooked, steamed, boiled) frozen, ne, \$1-4	US 281.9	DE 81.9	CN 28.7	579.6
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
	(080410) Dates, fresh or dried, \$1-6	AE 317.2	NL 22.5	GB 20.5	406.2
	(080810) Apples, fresh, \$0-1	VN 46	PE 35.3	LK 22.6	317.3
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
Cereals	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
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
	(110812) Maize (corn) starch, \$0-1	DE 9.7	BE 6.1	NL 5.3	56.1

Catalogue of Diversification Opportunities 2022

Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120100) Soya beans, \$0-2	IN 96	NP 71.6	US 43.4	320.4
	(120600) Sunflower seeds, \$0-4	AE 33.2	EG 28.6	US 13.2	153.2
	(120799) Oil seeds and oleaginous fruits, nes, \$11-25	US 41.7	FR 15.1	IT 1.5	64.1
	(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	(151919) Industrial monocarboxylic fatty acids, nes, acid oils, \$0-0	MY 283.7	NL 195.4	IT 65.9	558.0
	(151800) Processed animal, vegetable oils, industrial preps ne, \$0-4	SG 158.4	GB 88.1	AT 32	384.2
	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(151219) Sunflower or safflower oil, fractions simply refined, \$0-2	BE 34	PT 24.6	AF 23.2	258.6
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
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
	(160520) Shrimps and prawns, prepared or preserved, \$7-15	DK 168.6	JP 92.5	CN 38	395.7
	(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
	(160413) Sardine, brisling, sprat prepared/preserved,not mince, \$2-6	JP 23.1	AO 8.5	NL 5.6	99.9

Catalogue of Diversification Opportunities 2022

Cocoa and cocoa preparations	(180632) Chocolate, cocoa prep, block/slab/bar, not filled,>2k, \$0-4	FR 206	GB 79.4	BE 78.7	646.4
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$2-7	JP 120.9	US 103.2	GB 67.4	550.4
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$4-12	AE 137.6	GB 89.1	US 30.5	492.9
	(180632) Chocolate, cocoa prep, block/slab/bar, not filled,>2k, \$4-12	US 43.9	RO 29.3	PL 29.1	359.9
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$0-2	US 59.1	ES 36.1	FR 34.1	250.0
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$0-4	DE 118.6	NG 100.5	NL 48.3	465.0
	(190530) Sweet biscuits, waffles and wafers, \$5-11	FR 138.5	US 88.8	CN 53.4	387.3
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$1-3	US 50.4	ES 24.6	GB 22.1	233.7
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$4-8	NL 91.7	CN 32.5	HK 10.3	203.1
Vegetable, fruit, nut, etc food preparations	(200290) Tomatoes nes, prepared or preserved, not in vinegar, \$0-0	GB 34.8	AE 27.1	NL 25.4	291.5
	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinega, \$0-2	GB 244.9	CZ 6.7	BE 5.1	282.1
	(200970) Apple juice not fermented or spirited, \$0-0	DE 137.1	FR 86.1	DK 14.4	264.3
	(200899) Fruit, edible plants nes otherwise prepared/preserved, \$6-12	CN 93.2	JP 58.1	TH 49.2	241.0

Catalogue of Diversification Opportunities 2022

		(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$2-6	NL 30.7	HK 23.5	US 21.1	213.1
Miscellaneous preparations	edible	(210500) Ice cream and other edible ice, \$0-2	GB 86.7	FR 32.9	ES 32.4	259.1
		(210610) Protein concentrates and textured protein substances, \$2-13	DE 32.2	CA 30.6	GB 26	227.4
		(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4
		(210320) Tomato ketchup and other tomato sauces, \$0-1	FR 94.3	DE 6.5	PL 5.6	145.1
		(210110) Coffee extracts, essences, concentrates, preparations, \$14-28	EC 19.8	CL 16.6	NL 15.6	133.6
Beverages, spirits and vinegar		(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
		(220600) Fermented beverages nes (eg cider, perry, mead, etc), \$0-1	RU 43.9	GB 30.9	BW 13.7	133.4
		(220900) Vinegar and substitutes for vinegar from acetic acid, \$0-1	PT 2.5	NL 1	HU .8	9.8