

Norway

Basic statistics

Current diversification (number of products)	14,018	Potential new products more complex (percentage)	70
Potential new products	1,654	Export opportunity in more complex products (percentage)	52
Potential new products more complex than the country's average	1,160	Import replacement opportunity in more complex products (percentage)	58

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	17
Iron and steel	15
Machinery & mech appliance etc	12
Vehicles other than railway, tramway	7
Inorganic chemicals, precious metal compound, isotopes	5
Electrical, electronic equipment	4
Pulp of wood, fibrous cellulosic material, waste etc	4
Miscellaneous chemical products	3
Meat and edible meat offal	3
Plastics and articles thereof	3
Sum of others with smaller share	29

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

By countries

Country	Percent
USA	11
China	10
France	5
Netherlands	4
Germany	4
Singapore	4
Italy	4
Rep. of Korea	3
Thailand	3
India	3
United Kingdom	3
Japan	3
Others	29

By regions

Region	Percent
Asia	39
Western Europe	18
Northern America	13
Southern Europe	8
Eastern Europe	7
Northern 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	45

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Cereals	15
Milling products, malt, starches, inulin, wheat gluten	8
Residues, wastes of food industry, animal fodder	8
Dairy products, eggs, honey, edible animal products	6
Oil seed, oleaginous fruits, grain, seed, fruit, etc, nes	3
Vegetable, fruit, nut, etc food preparations	3
Edible fruit, nuts, peel of citrus fruit, melons	2
Lac, gums, resins, vegetable saps and extracts nes	2
Meat, fish and seafood food preparations nes	2
Sugars and sugar confectionery	2
Products of animal origin, nes	2
Animal, vegetable fats and oils, cleavage products, etc	1
Edible vegetables and certain roots and tubers	1
Sum of others with smaller share	1

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

By countries

Country	Percent
China	8
Germany	8
Austria	7

By regions

Region	Percent
Western Europe	27
Asia	24
Eastern Europe	14

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Thailand	6	Southern Europe	14
Netherlands	6	Northern Europe	9
Spain	6	Northern America	6
Italy	5		
Belgium	4		
USA	4		
Japan	4		
United Kingdom	3		
Czechia	3		
Romania	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	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020311) Swine carcasses and half carcasses, fresh or chilled, \$2-3	AT 64.3	IT 57.1	CZ 46.6	272.6

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	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
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
	(283691) Lithium carbonates, \$11-27	KR 376.7	US 57.9	DE 20.4	467.7
	(283691) Lithium carbonates, \$0-11	CN 80.3	NL 75.5	JP 40.3	222.0
	(283526) Calcium phosphates except hydrogen-orthophosphate, \$0-0	FR 23.8	SA 20.8	BR 14.4	132.6
	(281830) Aluminium hydroxide, \$0-0	GB 32.8	ES 19.1	FR 8.7	132.4
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
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
	(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
	(294190) Antibiotics nes, in bulk, \$1435-5209	CN 172.5	IT 103	SG 28	382.3
Miscellaneous chemical products	(381512) Supported catalysts, precious metal based, \$39-204	DE 364.1	PT 209.7	NL 171.6	1825.6
	(380190) Graphite based products nes, \$3-42	US 56	CN 19.9	IN 12.7	127.0

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	(381210) Prepared rubber accelerators, \$3-9	TH 40.1	LK 10.4	CN 9.8	87.8
	(381590) Reaction initiators, accelerators, catalysts, nes, \$50-193	UZ 35.9	EG 14.5	FR 4.8	68.5
	(381230) Anti-oxidisers and stabilizers for rubber or plastics, \$7-14	US 22.3	BE 5.9	TR 5.7	67.7
Plastics and articles thereof	(392062) Sheet/film not cellular/reinf polyethylene terephthal, \$9-21	CN 1009.9	KR 45.1	MY 30.7	1113.7
	(390311) Polystyrene, expansible in primary forms, \$0-1	IT 50.9	RO 50.2	UA 21.5	228.9
	(390220) Polyisobutylene in primary forms, \$0-1	FR 153.9	SG 13.4	CN 8.8	216.2
	(392119) Sheet etc, cellular of plastics nes, \$37-52	CN 59.7	HU 46.3	MY 35.7	185.9
	(391400) Ion exchangers based on polymers in primary forms, \$3-24	CA 30	JP 15.8	GB 11.7	167.8
Pulp of wood, fibrous cellulosic material, waste etc	(470329) Chem wood pulp, soda/sulphate, non-conifer, bleached, \$0-0	CN 1133.3	NL 312.5	FI 190	2724.4
	(470692) Chemical pulps of other fibrous material, \$0-3	AT 14.7	DE 4.7	IT 4.5	40.9
	(470429) Chem wood pulp, sulphite, non-coniferous, bleached, \$0-1	US 2.3	ET 1.2	ES .6	4.7
Iron and steel	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	TH 347.6	JP 205.1	BE 133.5	1065.9
	(722530) Hot rolled alloy-steel, coils width >600mm, nes, \$0-1	TH 597	SE 199.8	BE 58	1011.5
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	CN 591.4	IT 216.4	MK 32.1	985.9

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	(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
Machinery & mech appliance etc	(845710) Machining centres, for working metal, \$140463-293222	CN 918.4	US 219	HU 44.5	1327.6
	(845710) Machining centres, for working metal, \$38624-140463	FR 210.7	RU 148.3	CA 39.6	671.1
	(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
	(843410) Milking machines, \$673-51879	DE 109	FR 68.7	NL 30.2	374.1
Electrical, electronic equipment	(850230) Electric generating sets, nes, \$102223-453892	NL 366.9	AU 319.5	AR 107	1326.1
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(854130) Thyristors/diacs/triacs, except photosensitive device, \$0-203	BR 104.9	HK 4.9	IN 3.4	118.4
	(851650) Microwave ovens, \$147-275	DE 43.5	PL 9.5	CA 8.4	88.0
	(853223) Electric capacitors, fixed, ceramic, single layer, \$48-209	TH 28.4	IN 6	CZ 4.6	57.4
Vehicles other than railway, tramway	(870120) Road tractors for semi-trailers (truck tractors), \$76646-164705	US 1178.2	AT 429.4	GB 163.6	2866.2
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4

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	(870710) Bodies for passenger carrying vehicles, \$3226-7897	GB 350.2	TH 36.4	DE 19.5	418.4
	(870310) Snowmobiles, golf cars, similar vehicles, \$7723-15331	US 198.4	SE 10.8	NO 8.1	248.5
	(870790) Bodies for tractors, buses, trucks etc, \$8466-20689	GB 74	NL 37.3	CO 31.8	208.5

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	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020311) Swine carcasses and half carcasses, fresh or chilled, \$2-3	AT 64.3	IT 57.1	CZ 46.6	272.6
	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
Dairy products, eggs, honey, edible animal products	(040620) Cheese, grated or powdered, of all kinds, \$4-8	GB 41.4	GT 22.9	HN 12.6	165.8
	(041000) Edible products of animal origin nes, \$5-56	TH 45.9	MO 11	VN 3.6	68.2
	(040229) Milk and cream powder sweetened < 1.5% fat, \$7-14	IT 16.5	CN 3.9	AU 3.1	33.4

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	(040891) Eggs, bird, not in shell, dried, \$4-6	DK 4.4	AU 3.7	ID 2.3	22.2
	(040811) Egg yolks dried, \$4-6	KR 2	DE 1.4	SA .5	9.2
Products of animal origin, nes	(050510) Feathers and down used for stuffing, \$0-5	CN 36.8	ES 7.8	HU 4.6	57.0
	(050690) Bones and horn-cores unworked or simply worked nes, \$0-5	BE 12.1	JP 5.3	US 4.1	27.6
	(051000) Ambergris, civet, musk, etc for pharmaceutical use, \$0-3	IT 4.7	FR 1.9	UY .6	8.7
Edible vegetables and certain roots and tubers	(070420) Brussels sprouts, fresh or chilled, \$1-3	US 62.5	CA 5	DE 1.5	74.4
Edible fruit, nuts, peel of citrus fruit, melons	(080240) Chestnuts, fresh or dried, \$2-7	JP 17.7	ES 7.2	AT 2.2	35.7
	(080250) Pistachios, fresh or dried, \$19-36	FR 12	EG 6.7	DE 6.6	28.0
	(080120) Brazil nuts, fresh or dried, \$6-12	CA 9	CH 1.9	DE 1.8	24.7
Cereals	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1
Milling products, malt, starches, inulin, wheat gluten	(110900) Wheat gluten, \$0-1	NO 61.7	FR 40.7	NL 19.9	176.4
	(110520) Potato flakes, granules and pellets, \$1-2	CA 17.5	MY 6.6	JP 5	79.1
	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
	(110520) Potato flakes, granules and pellets, \$0-1	PL 12.5	FR 11.8	US 10	64.9

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	(110311) Wheat meal, \$1-3	NG 4.2	PL 2.3	US .6	7.8
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(120911) Seed, sugar beet, for sowing, \$12-60	IT 8.8	PL 5.5	EG 3.1	21.3
	(120750) Mustard seeds, \$0-3	JP 4.3	DE 4.2	TH 2.6	18.1
	(121291) Sugar beet, \$0-3	LV 1.5	HU 1.3	SI .9	4.4
Lac, gums, resins, vegetable saps and extracts nes	(130220) Pectic substances, pectinates, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
	(130231) Agar-agar, \$57-119	DE .5	KW .4	JP .2	2.0
Animal,vegetable fats and oils, cleavage products, etc	(151913) Tall oil fatty acids, \$1-2	KR 5.2	AU 3.2	CA 3.2	25.0
	(150100) Lard, other pig fat and poultry fat, rendered, \$0-0	LT 3.4	ES 3.2	CH 2.4	13.8
	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-4	IT 4.1	KR .9	CA .8	9.6
	(150590) Derivatives of wool grease (including lanolin), \$6-16	TH 1.2	NL .7	DE .6	6.8
	(151000) Olive oil, fractions, blends, not chemically modified, \$1-5	QA 1.5	DK .7	NL .7	6.7
Meat, fish and seafood food preparations nes	(160210) Homogenized preparations of meat and meat offal, \$2-8	SA 39.7	BE 10.5	DE 2.6	67.6

Catalogue of Diversification Opportunities 2022

	(160416) Anchovies, prepared or preserved, not minced, \$7-16	GB 10.5	ES 8.7	DE 4.2	28.6
	(160242) Swine shoulders & cuts thereof, prepared or preserved, \$3-7	CA 3.4	NO 2	BE 1.3	10.7
	(160220) Livers of any animal prepared or preserved, \$0-3	UA .6	DE .3	SK .2	3.0
Sugars and sugar confectionery	(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, \$0-1	US 4.1	PL 2.4	FR 1.8	19.8
	(170210) Lactose and lactose syrup, \$5-11	IE 6.8	US 3.3	CN 2.6	19.4
	(170250) Fructose, chemically pure, \$0-4	FR 1.7	US 1.4	DE 1	9.8
	(170240) Glucose including syrup of 20%-50% dry weight fructos, \$0-3	US .8	ZM .7	JP .6	5.9
Vegetable, fruit, nut, etc food preparations	(200870) Peaches, otherwise prepared or preserved, \$1-2	TH 19.5	CO 5.5	CL 4.3	54.8
	(200870) Peaches, otherwise prepared or preserved, \$0-1	FR 13.7	UY 4.9	AU 2.9	33.1
	(200880) Strawberries, otherwise prepared or preserved, \$1-5	DE 9.7	GB 3.5	CN 2.3	26.1
	(200840) Pears, otherwise prepared or preserved, \$1-2	US 6.2	CA 4.5	BE 1.7	17.4
	(200791) Citrus based jams jellies marmalade, etc., \$5-10	FR 2	PL .6	GB .3	4.1

Catalogue of Diversification Opportunities 2022

Residues, wastes of food industry, animal fodder	(230640) Rape or colza seed oil-cake and other solid residues, \$0-0	CN 89	TH 58	ES 38.4	293.8
	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	MA 31.8	DK 31.7	SA 18.2	145.3