

Niue

Basic statistics

Current diversification (number of products)	218	Potential new products more complex (percentage)	68
Potential new products	2,889	Export opportunity in more complex products (percentage)	25
Potential new products more complex than the country's average	1,975	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
Electrical, electronic equipment	11
Machinery & mech appliance etc	11
Plastics and articles thereof	9
Pharmaceutical products	7
Optical, photo, technical, medical, etc apparatus	5
Paper & paperboard, articles of pulp, paper and board	4
Organic chemicals	4
Articles of iron or steel	3
Articles of apparel, accessories, knit or crochet	3
Iron and steel	3
Sum of others with smaller share	40

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

By countries

Country	Percent
USA	16
France	7
Germany	7
China	7
United Kingdom	4
Italy	4
Netherlands	3
Japan	3
Thailand	3
Others	26

By regions

Region	Percent
Asia	33
Western Europe	21
Northern America	18
Eastern Europe	8
Southern Europe	7
Northern Europe	7
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
Edible fruit, nuts, peel of citrus fruit, melons	19
Cereal, flour, starch, milk preparations and products	15
Cocoa and cocoa preparations	13
Vegetable, fruit, nut, etc food preparations	11

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Dairy products, eggs, honey, edible animal products	11
Animal, vegetable fats and oils, cleavage products, etc	7
Miscellaneous edible preparations	5
Sugars and sugar confectionery	4
Meat, fish and seafood food preparations	3
Lac, gums, resins, vegetable saps and extracts	2
Oil seed, oleaginous fruits, grain, seed, fruit, etc,	2
Edible vegetables and certain roots and tubers	2
Beverages, spirits and vinegar	2
Residues, wastes of food industry, animal fodder	1
Sum of others with smaller share	3

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

By countries

Country	Percent
USA	21
United Kingdom	8
France	6
Russian Federation	5
United Arab Emirates	5
Germany	5

By regions

Region	Percent
Asia	29
Northern America	22
Western Europe	18
Northern Europe	12
Eastern Europe	9
Southern Europe	4

Japan	4
China	4
Netherlands	3
Others	23

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	(293490) Heterocyclic compounds, nes, \$25-326	US 658.4	IT 252.8	CN 107.6	1664.8
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(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
	(292910) Isocyanates, \$1-5	IT 137.1	DE 134.3	ES 65.8	528.2
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9
	(300432) Adrenal cortical hormones, in dosage, \$55-219	US 345	RU 81.3	VN 40.9	789.0
	(300390) Medicaments nes, formulated, in bulk, \$15-136	PS 87.2	IE 59.8	TN 45.8	507.5

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	(300610) Suture materials, sterile surgical and dental goods, \$73-387	SG 102.5	NL 86.1	US 59.7	485.4
	(300510) Medical dressings etc. having an adhesive layer, \$14-51	DE 104.9	US 93	ES 46.2	462.3
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
	(390190) Polymers of ethylene nes, in primary forms, \$0-1	CN 774.1	BR 202.9	MY 159.3	1671.2
	(390110) Polyethylene - specific gravity <0.94 in primary form, \$0-1	BR 184	CL 131	NG 126.3	1139.5
	(390720) Polyethers nes, in primary forms, \$1-4	DE 249.3	BR 157.9	IN 103	1100.1
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
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
	(481190) Paper, coated/impregnated/covered/coloured/printed ne, \$2-9	US 107.5	GB 93.6	RO 28.6	417.5
Articles of apparel, accessories, knit or crochet	(611593) Hosiery nes, synthetic fibres, knit, \$16-47	US 1437.8	GB 15.2	NL 14.3	1525.8

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	(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
	(610822) Womens, girls briefs or panties, manmade fibre, knit, \$0-2	KR 81.7	AT 49	RU 37.5	275.6
	(611010) Pullovers, cardigans etc of wool or hair, knit, \$64-126	GB 122.4	DE 81.2	US 15.5	246.2
Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-1	TH 558.3	JP 485.6	IT 161.7	1586.8
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(721420) Bar/rod, iron or non-alloy steel, indented or twisted, nes, \$0-1	BO 128.9	GB 103	CA 96.8	1037.5
	(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
	(721070) Flat rolled iron or non-alloy steel, painted/plastic coated,width>600mm, \$0-1	US 102.9	GB 86.3	CZ 47.1	478.0
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
	(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
	(730630) Pipes etc nes, iron/steel welded nes,diameter <406.4m, \$0-1	FR 206.4	CZ 37.6	ES 34.1	468.6
Machinery & mech appliance etc	(840820) Engines, diesel, for motor vehicles, \$771-6587	BE 701.9	AT 433	PT 416.2	3241.6

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	(847989) Machines and mechanical appliances, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(841850) Refrigerator/freezer chests/cabinets/showcases, \$450-1594	FR 439.5	PL 54	AU 31.4	905.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(848071) Moulds, injection & compression, for rubber or plasti, \$18-94	TH 196.8	CZ 160.8	IN 96.4	823.2
Electrical, electronic equipment	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(851140) Starter motors, \$40-349	US 1191.8	CN 144	CA 143.6	1673.4
	(854290) Parts of electronic integrated circuits etc, \$61-415	MY 759.2	PH 474.3	ID 136.6	1654.7
	(850910) Domestic vacuum cleaners, \$65-158	FR 592.1	RU 177.6	HK 92.7	1322.0
	(852692) Radio remote control apparatus, \$0-11	US 1157	BR 3.5	AR 2.2	1168.6
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
	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9
	(902140) Hearing aids, except parts and accessories, \$85-242	FR 373.8	NL 146.2	GB 114.7	872.6
	(901819) Electro-diagnostic apparatus, nes, \$65-2315	JP 207.2	US 169.6	IN 57.6	535.7
	(901910) Massage and psychological aptitude-test apparatus, \$14-70	US 370.9	NL 23.9	VN 20.6	518.1

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	(040120) Milk not concentrated nor sweetened 1-6% fat, \$0-1	FR 118.2	CN 109.9	RU 90.1	504.1
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040310) Yogurt, \$1-4	GB 168.6	RU 32.5	FI 29.2	336.6
	(040490) Natural milk products nes, \$0-1	FR 25.6	DK 2	SK 1.8	41.2
Edible vegetables and certain roots and tubers	(070951) Mushrooms, fresh or chilled, \$0-3	FR 96.8	IE 17	NL 12.9	210.7
	(070690) Beetroot, salsify, celeriac, radishes etc. fresh, chille, \$0-3	DE 8.9	KR 8.2	PL 6.6	52.0
Edible fruit, nuts, peel of citrus fruit, melons	(080610) Grapes, fresh, \$1-2	US 947.3	CN 61.2	PH 52.2	1314.5
	(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
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5

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Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120100) Soya beans, \$0-2	IN 96	NP 71.6	US 43.4	320.4
Lac, gums, resins, vegetable saps and extracts nes	(130239) Mucilages and thickeners nes, \$6-17	CN 53.8	US 23	GB 16.6	202.2
	(130190) Natural gum, resin, gum-resin, balsam, not gum arabic, \$3-29	CN 16.5	SG 5.6	US 3.1	43.9
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4
	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
Animal,vegetable fats and oils, cleavage products, etc	(151800) Processed animal, vegetable oils, industrial preps ne, \$0-4	SG 158.4	GB 88.1	AT 32	384.2
	(151219) Sunflower or safflower oil, fractions simply refined, \$0-2	BE 34	PT 24.6	AF 23.2	258.6
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
	(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
	(160420) Fish prepared or preserved, except whole, in pieces, \$7-15	CN 19.3	FI 1.7	MY 1.4	32.6
Sugars and sugar confectionery	(170111) Raw sugar, cane, \$0-2	EG 218.8	US 43.7	VN 27.3	328.1
	(170490) Sugar confectionery not chewing gum, no cocoa content, \$7-14	CN 36.3	FR 19.6	FI 18.5	137.1

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	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
	(170191) Refined sugar, in solid form, flavoured or coloured, \$1-6	GB 2.4	CA 2.1	JP 1.6	12.9
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
	(180690) Chocolate/cocoa food preparations nes, \$11-22	ID 31.7	FI 24.7	ES 12.2	120.7
Cereal, flour, starch, milk preparations and products	(190190) Malt extract & limited cocoa pastrycooks products nes, \$1-4	TH 119.8	US 89.3	SN 65.7	668.0
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(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	(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

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	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$2-6	NL 30.7	HK 23.5	US 21.1	213.1
	(200919) Orange juice, not fermented, spirited, or frozen, \$0-2	PL 69.2	AT 26.3	SA 15.7	156.8
	(200190) Veg, fruit, nuts nes prepared or preserved by vinegar, \$1-3	US 49.2	DE 32.4	GB 12.9	152.0
Miscellaneous edible preparations	(210410) Soups and broths and preparations thereof, \$2-6	US 41.3	IT 19.8	NE 17.5	193.6
	(210320) Tomato ketchup and other tomato sauces, \$0-1	FR 94.3	DE 6.5	PL 5.6	145.1
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
	(210610) Protein concentrates and textured protein substances, \$0-2	NL 27.2	FR 22.5	GB 11	105.3
	(210210) Yeasts, active, \$2-17	LK 10.4	US 9.8	UZ 9.4	94.9
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
Residues, wastes of food industry, animal fodder	(230990) Animal feed preparations nes, \$4-9	ES 50.4	IN 37.4	PL 15.9	199.7
	(230990) Animal feed preparations nes, \$13-36	ES 16.4	CO 4.5	BR 3	38.4