

New Zealand

Basic statistics

Current diversification (number of products)	12,604	Potential new products more complex (percentage)	79
Potential new products	1,930	Export opportunity in more complex products (percentage)	62
Potential new products more complex than the country's average	1,524	Import replacement opportunity in more complex products (percentage)	53

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	15
Vehicles other than railway, tramway	10
Iron and steel	10
Machinery & mech appliance etc	6
Electrical, electronic equipment	6
Miscellaneous chemical products	5
Inorganic chemicals, precious metal compound, isotopes	5
Nickel and articles thereof	5
Plastics and articles thereof	4
Optical, photo, technical, medical, etc apparatus	3
Sum of others with smaller share	31

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

By countries

Country	Percent
USA	11
China	8
France	6
Italy	5
Germany	5
United Kingdom	4
Netherlands	4
Japan	4
Belgium	4
India	3
Thailand	3
Others	29

By regions

Region	Percent
Asia	35
Western Europe	21
Northern America	13
Southern Europe	9
Eastern Europe	8
Northern Europe	8
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	28
Cereals	13

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Live animals	11
Tobacco and manufactured tobacco substitutes	11
Animal,vegetable fats and oils, cleavage products, etc	11
Residues, wastes of food industry, animal fodder	8
Milling products, malt, starches, inulin, wheat gluten	5
Fish, crustaceans, molluscs, aquatic invertebrates nes	3
Lac, gums, resins, vegetable saps and extracts nes	2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Dairy products, eggs, honey, edible animal product nes	1
Meat, fish and seafood food preparations nes	1
Edible fruit, nuts, peel of citrus fruit, melons	1
Beverages, spirits and vinegar	1
Sum of others with smaller share	1

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

By countries

Country	Percent
Japan	17
China	14
Germany	9
China, Hong Kong SAR	6

By regions

Region	Percent
Asia	48
Western Europe	20
Southern Europe	9
Northern Europe	9

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Spain	6	Eastern Europe	8
Netherlands	4	Northern America	3
Thailand	4		
Belgium	3		
France	3		
Poland	3		
Others	18		

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	
Inorganic chemicals, precious metal compound, isotopes	(280429) Rare gases other than argon, \$0-12	CN 158	JP 115.3	FR 103.4	687.1
	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7
	(280300) Carbon (carbon blacks and other forms of carbon, nes), \$1-4	VN 183.7	US 113.6	FR 60.5	530.2
	(281512) Sodium hydroxide (caustic soda) in aqueous solution, \$0-0	FI 189.5	JM 96.6	AE 51.2	521.3
	(280920) Phosphoric acid and polyphosphoric acids, \$0-0	IN 166.1	FR 74.8	US 55.8	416.6
Organic chemicals	(290121) Ethylene, \$0-6	BE 646.9	NL 163.6	DE 59.9	969.3

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	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$278-660	IE 383.8	SI 116.7	DE 64.2	699.9
	(290122) Propene (propylene), \$0-7	US 191.3	FR 152	SK 97.5	645.0
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
Miscellaneous chemical products	(381512) Supported catalysts, precious metal based, \$39-204	DE 364.1	PT 209.7	NL 171.6	1825.6
	(381800) Chemical element/compound wafers doped for electronic, \$45-743	TH 316.9	CN 298.1	PH 76.1	846.8
	(381800) Chemical element/compound wafers doped for electronic, \$743-1791	SG 317	JP 54	US 52.5	504.2
	(381590) Reaction initiators, accelerators, catalysts, nes, \$17-36	SA 214	CN 83.2	ID 54.3	483.6
	(380830) Herbicides, sprouting and growth regulators, \$18-39	IN 75.5	US 75.4	RO 58.1	461.8
Plastics and articles thereof	(390740) Polycarbonates, in primary forms, \$2-5	CZ 130.6	JP 122.4	US 62	597.8
	(392119) Sheet etc, cellular of plastics nes, \$52-171	US 262	KR 63.9	FR 28.4	404.0
	(390791) Polyesters nes, unsaturated, in primary forms, \$0-2	FR 51.2	SE 36.9	DE 32.4	230.8
	(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

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Iron and steel	(722530) Hot rolled alloy-steel, coils width >600mm, nes, \$0-1	TH 597	SE 199.8	BE 58	1011.5
	(721331) Hot rolled bar/rod, iron or non-alloy steel, coiled width <14mm, C<.25%, \$0-0	BE 92.6	TH 89.6	MA 44.9	634.8
	(720310) Ferrous products from direct reduction of iron ore, \$0-5	CN 307.1	UZ 76.7	AT 63.8	520.0
	(721912) Hot rolled stainless steel coil, w >600mm, t 4.75-10m, \$0-2	FR 186.5	IT 142.9	TR 34.9	447.2
	(720711) Rectangular iron or non-alloy steel bars, <.25%C, width< twice thicknes, \$0-3	TH 292.3	NG 52.6	LK 14.1	412.0
Nickel and articles thereof	(750210) Nickel unwrought, not alloyed, \$13-16	CN 985.7	US 879.2	DE 461.3	3935.8
	(750512) Bars, rods and profiles, nickel alloy, \$23-60	CN 84.2	GB 68.9	US 64.8	363.5
	(750400) Nickel powders and flakes, \$0-21	CN 105.7	KR 56.3	US 20.2	210.8
	(750620) Plates, sheet, strip and foil, nickel alloy, \$22-66	IN 49	ID 40.5	CN 22.4	176.1
	(750300) Nickel waste or scrap, \$9-16	JP 42.8	US 27.8	DE 25.3	134.2
Machinery & mech appliance etc	(847710) Injection-moulding machines for rubber or plastic, \$90066-209262	US 138.5	HK 60.2	IT 34.5	391.9
	(845811) Horizontal numerically controlled metal work lathes, \$20585-118730	RU 124.9	IN 48.1	PL 46.3	373.6
	(845121) Drying machines, capacity <10 kg, except washer-drier, \$338-388	GB 121.7	PL 39.6	KR 32.3	353.3

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	(843351) Combine harvester-threshers, \$11623-130888	RU 57.9	PH 51.5	US 36.5	306.6
	(847420) Machines to crush or grind stone, ores and minerals, \$80360-198117	UZ 157.8	CA 43.8	KE 21.9	304.6
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
	(850423) Liquid dielectric transformers > 10,000 KVA, \$2387-392273	FR 66.9	BH 26.9	CI 26.7	442.3
	(850230) Electric generating sets, nes, \$54215-102223	US 99.2	UA 65.9	MY 44.6	300.0
	(854290) Parts of electronic integrated circuits etc, \$947-1258	HK 106.5	ID 99.8	MY 36.7	271.9
Vehicles other than railway, tramway	(870331) Automobiles, diesel engine of <1500 cc, \$16275-32659	IT 1372.2	BE 715.6	PT 419.8	3740.6
	(870120) Road tractors for semi-trailers (truck tractors), \$76646-164705	US 1178.2	AT 429.4	GB 163.6	2866.2
	(870190) Wheeled tractors nes, \$47189-103585	US 434	GB 350.8	BE 213.8	1571.5
	(870210) Diesel powered buses, \$95900-214977	DE 193.8	PE 133.8	NO 110.8	1001.2
	(870290) Buses except diesel powered, \$10429-82069	US 117.3	AE 50.5	IL 22.5	370.0
Optical, photo, technical, medical, etc apparatus	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3
	(900130) Contact lenses, \$0-1	US 445.7	JP 124.8	BE 79.7	886.2

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	(901020) Equipment for photographic laboratories, \$189-17304	SG 85	JP 64	TH 61.4	309.7
	(900661) Photographic discharge lamp flashlight apparatus, \$0-113	CN 153.8	DE 6.7	CA 3	173.7
	(900390) Parts of frames and mountings for spectacles etc, \$298-681	IT 87.3	FR 26.7	CN 24.4	161.4

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	
Live animals	(010391) Swine, live except pure-bred breeding < 50 kg, \$62-82	DE 405.1	PL 93.9	ES 74	656.5
Meat and edible meat offal	(020329) Swine cuts, frozen, \$3-6	JP 323.1	SG 75.6	IE 12.7	435.3
	(020649) Swine edible offal, frozen except livers, \$0-1	HK 293.8	VN 39.3	DK 16.7	391.1
	(020311) Swine carcasses and half carcasses, fresh or chilled, \$2-3	AT 64.3	IT 57.1	CZ 46.6	272.6
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
Fish, crustaceans, molluscs, aquatic invertebrates	(030322) Salmon Atlantic or Danube, frozen, whole, \$5-10	KZ 27.7	PH 26.1	DK 16.4	109.8
	(030721) Scallops, live, fresh or chilled, \$8-23	HK 20.1	US 9.4	IT 2.1	41.7

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Dairy products, eggs, honey, edible animal products	(041000) Edible products of animal origin nes, \$0-5	NL 9.7	GB 5.7	TH 5.2	25.5
	(040640) Cheese, blue-veined, \$6-11	AT 4.4	UA 2.9	NZ 2.4	24.1
	(040811) Egg yolks dried, \$4-6	KR 2	DE 1.4	SA .5	9.2
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
	(080222) Hazelnuts and filberts, fresh or dried, shelled, \$0-5	RU 8.9	AE 4.9	SE 1.7	21.7
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, \$0-1	PL 12.5	FR 11.8	US 10	64.9
	(110811) Wheat, starch, \$0-0	NL 19.2	FR 11.5	DE 8.5	58.6
	(110311) Wheat meal, \$1-3	NG 4.2	PL 2.3	US .6	7.8
Oil seed, oleaginous fruits, grain, seed, fruit, etc, nes	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(121120) Ginseng roots, \$13-75	CN 21.8	US 9.3	IT 1.4	38.7
	(121300) Cereal straw & husks, unprepared, \$0-0	SA 11.6	KR 6.5	PS 3.1	36.7
Lac, gums, resins, vegetable saps and extracts nes	(130220) Pectic substances, pectinates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4

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	(130212) Liquorice extract, \$7-20	IT 3.2	FI 1.9	DE 1.5	9.7
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
	(151530) Castor oil or fractions not chemically modified, \$0-1	CN 31.8	DE 30.7	NL 11.1	112.8
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
	(152090) Glycerol (glycerine), nes including synthetic glycerol, \$0-0	JP 23.8	DK 14.4	VN 10.1	90.8
	(151911) Stearic acid, \$0-2	PL 13.6	CA 12.2	BE 5.6	45.0
Meat, fish and seafood food preparations nes	(160416) Anchovies, prepared or preserved, not minced, \$7-16	GB 10.5	ES 8.7	DE 4.2	28.6
	(160430) Caviar and caviar substitutes prepared from fish eggs, \$14-115	IL 3.5	NL 2.9	UA 2.8	23.3
	(160412) Herrings, prepared or preserved, not minced, \$3-6	CZ 3.7	UA 3.4	FI 2.8	18.6
Beverages, spirits and vinegar	(220510) Vermouth and other flavoured grape wines - pack < 2l, \$2-6	US 17.7	ES 12.4	UA 6.8	67.1
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
	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	TR 17.8	NL 12.6	GR 5.1	46.8

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Tobacco and manufactured tobacco substitutes	(240399) Products of tobacco, substitutes, extract, essence, \$67-157	JP 505.6	LV 47	LT 42.2	667.1
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