

Pitcairn

Basic statistics

Current diversification (number of products)	159	Potential new products more complex (percentage)	68
Potential new products	2,084	Export opportunity in more complex products (percentage)	26
Potential new products more complex than the country's average	1,417	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
Plastics and articles thereof	11
Machinery & mech appliance etc	10
Electrical, electronic equipment	9
Articles of apparel, accessories, knit or crochet	5
Articles of apparel, accessories, not knit or crochet	4
Paper & paperboard, articles of pulp, paper and board	4
Optical, photo, technical, medical, etc apparatus	4
Articles of iron or steel	4
Other made textile articles, sets, worn clothing etc	3
Furniture, lighting, signs, prefabricated buildings	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	9
China	6
United Kingdom	5
Germany	5
Netherlands	4
Japan	4
Italy	3
Russian Federation	3
Rep. of Korea	3
Others	26

By regions

Region	Percent
Asia	33
Western Europe	21
Northern America	17
Eastern Europe	8
Northern Europe	7
Southern Europe	7

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Cereal, flour, starch, milk preparations and products	17
Vegetable, fruit, nut, etc food preparations	12
Dairy products, eggs, honey, edible animal products	11

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Cocoa and cocoa preparations	10
Edible fruit, nuts, peel of citrus fruit, melons	8
Animal,vegetable fats and oils, cleavage products, etc	6
Edible vegetables and certain roots and tubers	6
Miscellaneous edible preparations	6
Live trees, plants, bulbs, roots, cut flowers etc	5
Residues, wastes of food industry, animal fodder	5
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	4
Sugars and sugar confectionery	3
Coffee, tea, mate and spices	2
Meat, fish and seafood food preparations nes	2
Sum of others with smaller share	3

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

By countries

Country	Percent
USA	15
Russian Federation	8
Netherlands	7
Germany	6
France	5

By regions

Region	Percent
Asia	29
Western Europe	21
Northern America	18
Eastern Europe	13
Northern Europe	7

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United Kingdom	5	Southern Europe	5
China	4	Sub-Saharan Africa	3
Canada	4		
Japan	4		
Malaysia	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	
Plastics and articles thereof	(390120) Polyethylene - specific gravity >0.94 in primary form, \$0-1	CN 3812.8	ID 299.5	CO 142.8	5488.2
	(390120) Polyethylene - specific gravity >0.94 in primary form, \$1-1	SG 758.4	RU 257.7	BE 207.5	2290.7
	(390210) Polypropylene in primary forms, \$0-1	EG 323.9	ID 309.6	CN 224.9	1715.2
	(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

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	(480252) Paper, fine, woodfree, 40 - 150 g/m2, uncoated, \$0-2	US 455.5	JP 208.2	PE 120.7	1572.6
	(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
	(481139) Paper, coated, impregnated, covered with plastics, ne, \$2-5	TH 42.1	CA 41.9	US 40.7	414.9
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
	(610230) Womens, girls overcoats, etc, manmade fibres, knit, \$13-39	FR 152.3	JP 127.8	ES 99.3	589.3
	(611120) Babies garments, accessories of cotton, knit, \$0-20	PL 105	GB 76.7	FR 60.9	513.2
	(611592) Hosiery nes, of cotton, knit, \$0-14	FR 83.5	DE 81	ES 56.9	511.0
	(610832) Womens, girls nightdress or pyjama manmade fibre, kni, \$5-16	JP 110.2	FR 50.6	HK 48.7	412.8
Articles of apparel, accessories, not knit or crochet	(620193) Mens, boys anoraks etc, of manmade fibres, not knit, \$0-24	KR 778.8	US 245.2	AT 129.3	1521.3
	(620213) Womens, girls overcoats etc manmade fibre, not knit, \$0-25	RU 222.4	ES 44.2	AT 37.7	384.0
	(620469) Womens, girls trousers, shorts, material nes, not kni, \$0-9	DE 66.1	ES 40.3	RU 36.8	330.7
	(620292) Womens, girls anoraks etc of cotton, not knit, \$14-51	FR 76.2	JP 46.9	US 42.1	316.7

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	(620192) Mens, boys anoraks etc, of cotton, not knit, \$20-58	FR 81	US 66.5	JP 61.6	316.1
Other made textile articles, sets, worn clothing etc	(630140) Blankets (except electric) & travel rugs, synth fibre, \$5-18	US 1179.6	BE 5.4	DE 2.9	1215.2
	(630392) Curtains drapes blinds valances, synth fibre, not kni, \$9-31	US 780.1	CZ 9.1	GB 6.3	829.7
	(630232) Bed linen, of manmade fibres, nes, \$6-18	US 480.2	PL 5.2	SA 4	526.7
	(630231) Bed linen, of cotton, nes, \$7-22	US 312.5	DE 22.1	DK 19.1	453.2
	(630531) Sacks & bags, packing, polyethylene or polypropylene, \$0-2	FR 93	NL 74.9	GB 74.2	435.6
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
	(731210) Stranded steel wire/cable/etc, no electric insulation, \$0-2	VN 156.5	FR 90.8	KR 33.6	490.9
	(732599) Cast articles of iron or steel, nes, \$2-22	US 179.1	PL 61.8	IT 40.5	473.3
Machinery & mech appliance etc	(841510) Air conditioners window/wall types, self-contained, \$303-375	VN 786.2	RU 362.5	KR 312.7	2695.8
	(847990) Parts of machines and mechanical appliances nes, \$101-223	CN 1325.2	NL 357.6	FR 124.7	2293.1
	(841810) Combined refrigerator-freezers, two door, \$272-507	FR 559.4	RU 215.3	JP 161.8	1770.3

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	(841290) Parts of hydraulic/pneumatic/other power engines, \$0-17	ES 299.1	NL 184.8	SE 157.7	1239.5
	(847989) Machines and mechanical appliances, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
Electrical, electronic equipment	(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
	(853400) Electronic printed circuits, \$0-66	JP 660.1	FR 202.4	BE 33.5	1084.8
	(851830) Headphones, earphones, combinations, \$7-108	CN 218.4	AU 179.2	CA 165.2	1041.5
	(854460) Electric conductors, for over 1,000 volts, nes, \$5-27	US 271.6	PH 142.8	CN 86.1	1021.6
Optical, photo, technical, medical, etc apparatus	(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, \$0-243	IT 247.9	GB 228.5	FR 80.4	677.4
	(903290) Parts and accessories for automatic controls, \$41-198	VN 170.4	JP 114.6	CN 93.9	661.0
	(902119) Orthopaedic/fracture appliances, nes, \$35-397	US 186	GB 127.3	NL 57.4	605.5
	(902290) Parts and accessories for radiation apparatus, \$0-93	FR 299.5	GB 75.5	DE 64.1	593.5
Furniture, lighting, signs, prefabricated buildings	(940429) Mattresses, stuffed, spring interior, etc, \$0-91	US 206.5	JP 191.6	DE 175.7	1503.2

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	(940421) Mattresses of cellular rubber or plastic, \$94-106	US 592.1	DE 217.3	FR 127.3	1343.3
	(940120) Seats, motor vehicles, \$59-331	RU 201.2	US 177.4	BR 29.6	510.8
	(940161) Seats with wooden frames, upholstered nes, \$0-175	GB 124.4	AT 52	KR 32.3	417.6
	(940290) Medical, dental, surgical & veterinary furniture, nes, \$9-36	US 128.9	SG 24.2	NL 21.5	339.7

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	(040690) Cheese except fresh, grated, processed or blue-veined, \$3-8	RU 769.9	DE 113.2	RO 97.5	1533.1
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040299) Milk and cream nes sweetened or concentrated, \$1-3	RU 67.9	PH 48.1	SA 28.7	232.1
Live trees, plants, bulbs, roots, cut flowers etc	(060299) Plants, live (including their roots),nes, \$1-16	NL 261	CH 92.5	DE 91.7	764.3
	(060310) Cut flowers and flower buds for bouquets, etc., fresh, \$5-12	US 167.9	PL 28.8	CZ 21.1	331.0
	(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	(070200) Tomatoes, fresh or chilled, \$0-2	RU 102.2	US 61.1	IT 43.4	458.4

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	(070960) Peppers (Capsicum, Pimenta) fresh or chilled, \$1-4	US 67.8	GB 54.2	DE 46.7	374.9
	(071080) Vegetables, frozen nes, uncooked steamed or boiled, \$1-3	US 75.1	JP 54.4	GB 23.9	227.5
	(071340) Lentils dried, shelled, \$0-1	EG 38.5	ET 35.1	GB 15.3	114.1
	(071290) Vegetables nes & mixtures, dried, not further prepare, \$2-9	CA 52.8	IT 13.8	DE 11.5	113.4
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
	(080290) Nuts edible, fresh or dried, nes, \$4-20	CN 269.3	US 84.8	JP 53.2	496.0
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
	(081340) Fruits, dried nes, \$3-14	NL 8.4	DE 6.7	RU 5.4	49.3
	(080110) Coconuts, fresh or dried, \$1-4	IN 26.4	MO 1.6	PS .6	31.6
Coffee, tea, mate and spices	(091091) Mixtures of spices, \$3-10	DE 20.3	MY 18.6	AE 11.2	95.7
	(090411) Pepper of the genus Piper, whole, \$3-14	VN 19	PH 16.6	EG 10.4	63.1
	(090122) Coffee, roasted, decaffeinated, \$6-22	US 23.6	BE 10.7	SA 4.1	53.9
	(091010) Ginger, \$1-7	BY 6.1	AT 4.9	DE 4.5	46.6
	(090210) Tea, green (unfermented) in packages < 3 kg, \$7-30	MY 11.3	NE 5.9	NL 3.8	39.4

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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
	(120991) Seed, vegetable, nes for sowing, \$20-299	NL 35	TR 17	JP 16	207.2
	(120991) Seed, vegetable, nes for sowing, \$0-20	EG 38.6	FR 27	NL 10.9	150.8
	(120799) Oil seeds and oleaginous fruits, nes, \$2-11	RU 25.5	EG 6.8	VN 3.5	68.2
	(120999) Seed, fruits and spores for sowing, nes, \$6-139	NL 4.9	JP 4.6	AU 3.8	35.3
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
	(151590) Veg fats, oils nes, fractions, not chemically modifie, \$0-3	FR 107.3	IN 55.1	GB 25.3	321.2
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
	(151620) Veg fats, oils or fractions hydrogenated, esterified, \$1-5	CN 21.3	ID 9.1	JP 8.8	99.9
Meat, fish and seafood food preparations nes	(160414) Tuna, skipjack, bonito, prepared/preserved, not mince, \$3-7	NL 79.7	US 79.5	SA 42.2	415.1
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
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0

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	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
Cocoa and cocoa preparations	(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
	(180500) Cocoa powder, unsweetened, \$2-6	US 63.9	CN 31.5	NL 16.6	223.3
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, retai, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190110) Infant foods of cereals, flour, starch or milk, retai, \$0-4	DE 118.6	NG 100.5	NL 48.3	465.0
	(190230) Pasta except uncooked or stuffed, \$1-3	CA 33.7	NL 33.4	CN 33	357.0
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$0-1	FR 78.8	PH 24.5	LK 16.9	309.2
Vegetable, fruit, nut, etc food preparations	(200410) Potatoes, prepared, frozen, \$0-2	SA 56	JP 49.4	BR 49.4	620.0
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$0-2	FR 195.9	IE 41.2	DE 21.5	336.9

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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
	(200820) Pineapples, otherwise prepared or preserved, \$1-2	US 141.2	AU 6.3	JP 2.7	159.8
	(200919) Orange juice, not fermented, spirited, or frozen, \$0-2	PL 69.2	AT 26.3	SA 15.7	156.8
Miscellaneous edible preparations	(210410) Soups and broths and preparations thereof, \$0-2	CA 214	FR 37.3	GB 19.5	331.8
	(210500) Ice cream and other edible ice, \$0-2	GB 86.7	FR 32.9	ES 32.4	259.1
	(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
	(210320) Tomato ketchup and other tomato sauces, \$1-2	NO 12.9	SA 11.4	BW 9.4	125.1
Residues, wastes of food industry, animal fodder	(230990) Animal feed preparations nes, \$0-4	TH 139.7	US 77.7	PS 58.3	802.1
	(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