

Serbia

Basic statistics

Current diversification (number of products)	10,171	Potential new products more complex (percentage)	83
Potential new products	1,991	Export opportunity in more complex products (percentage)	74
Potential new products more complex than the country's average	1,658	Import replacement opportunity in more complex products (percentage)	75

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Vehicles other than railway, tramway	14
Organic chemicals	13
Machinery & mech appliance etc	9
Iron and steel	6
Electrical, electronic equipment	6
Inorganic chemicals, precious metal compound, isotopes	5
Optical, photo, technical, medical, etc apparatus	5
Miscellaneous chemical products	4
Pharmaceutical products	4
Nickel and articles thereof	4
Sum of others with smaller share	30

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

By countries

Country	Percent
USA	14
China	13
Germany	6
United Kingdom	5
France	4
India	3
Netherlands	3
Singapore	3
Italy	3
Rep. of Korea	3
Others	26

By regions

Region	Percent
Asia	38
Western Europe	19
Northern America	16
Northern Europe	8
Southern Europe	6
Eastern 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	21
Dairy products, eggs, honey, edible animal products	21
Fish, crustaceans, molluscs, aquatic invertebrates	15

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Animal,vegetable fats and oils, cleavage products, etc	14
Beverages, spirits and vinegar	7
Meat, fish and seafood food preparations nes	7
Milling products, malt, starches, inulin, wheat gluten	7
Sugars and sugar confectionery	2
Cereal, flour, starch, milk preparations and products	1
Lac, gums, resins, vegetable saps and extracts nes	1
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	1
Coffee, tea, mate and spices	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
Germany	8
China	8
United Kingdom	7
Japan	7
Netherlands	6
Rep. of Korea	5

By regions

Region	Percent
Asia	39
Western Europe	19
Northern Europe	18
Eastern Europe	7
Southern Europe	6
Northern America	6

China, Hong Kong SAR	5
Finland	4
Philippines	4
USA	4
France	3
Denmark	3
Italy	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	
Inorganic chemicals, precious metal compound, isotopes	(281820) Aluminium oxide, except artificial corundum, \$0-0	AE 668.9	CN 358.7	FR 254.2	1559.4
	(283620) Disodium carbonate, \$0-0	TH 116.8	KR 58.3	BR 47.2	633.9
	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7
	(283691) Lithium carbonates, \$11-27	KR 376.7	US 57.9	DE 20.4	467.7
	(284390) Precious metal compounds except gold, silver, amalgam, \$0-195	CN 355.5	PL 4.2	US 2.2	363.7

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Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, nes, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(293100) Organo-inorganic compounds, nes, \$3-18	BR 359.3	KR 94.3	IE 31.3	593.9
	(291736) Terephthalic acid, its salts, \$0-1	US 172	VN 113.7	GB 99.9	554.7
	(292910) Isocyanates, \$1-5	IT 137.1	DE 134.3	ES 65.8	528.2
	(293490) Heterocyclic compounds, nes, \$1397-5698	US 300.4	GB 135.1	CH 29.6	509.6
Pharmaceutical products	(300420) Antibiotics nes, in dosage, \$466-1644	US 781	CH 482.5	FR 91.6	1590.4
	(300431) Insulin, in dosage, \$99-344	CN 253.2	DE 81.2	RO 44.5	728.8
	(300190) Heparin, salts, for therapeutic use, \$2199-5337	SG 488.6	FR 95.3	US 54.2	684.6
	(300630) Opacifying preparations, x-ray, diagnostic reagents, \$0-64	US 267.5	FR 105.3	DE 29	522.4
	(300239) Vaccines, veterinary use, except foot and mouth, \$252-563	NL 67.2	IT 60.9	JP 39.2	410.9
Miscellaneous chemical products	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1
	(381519) Supported catalysts, except nickel or precious metal, \$28-61	US 120.8	RU 118.1	ES 100	631.3
	(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

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	(381121) Lubricating oil additives with petroleum, bitumen oil, \$3-6	AE 112.8	MY 73.1	IN 47.6	417.1
Iron and steel	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-0	CN 205.8	FR 151.9	LK 41.6	451.3
	(721914) Hot rolled stainless steel coil, w >600mm, t <3mm, \$0-2	FR 279.5	IN 141.4	JP 9.4	440.7
	(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
	(721331) Hot rolled bar/rod, iron or non-alloy steel, coiled width <14mm, C<.25%, \$0-0	CN 66.7	CZ 43	SI 29.3	386.7
Nickel and articles thereof	(750210) Nickel unwrought, not alloyed, \$13-16	CN 985.7	US 879.2	DE 461.3	3935.8
	(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
	(750220) Nickel unwrought, alloyed, \$13-50	GB 63	US 34.8	IT 16	170.5
	(750300) Nickel waste or scrap, \$9-16	JP 42.8	US 27.8	DE 25.3	134.2
Machinery & mech appliance etc	(840733) Engines, spark-ignition reciprocating, 250-1000 cc, \$374-1939	ES 609.7	FR 214.3	TR 105.1	1260.9
	(845129) Drying machines, nes, \$336-4747	US 592.2	CA 54.8	CN 2.1	657.5
	(842710) Self-propelled works trucks, electric motor, \$18192-36024	GB 243.9	CN 68.1	NO 43.8	490.9

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	(840790) Engines, spark-ignition types, \$127-1508	US 347.1	BE 7.6	IE 7.5	386.9
	(845811) Horizontal numerically controlled metal work lathes, \$20585-118730	RU 124.9	IN 48.1	PL 46.3	373.6
Electrical, electronic equipment	(852692) Radio remote control apparatus, \$0-11	US 1157	BR 3.5	AR 2.2	1168.6
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(851632) Electro-thermic hairdressing apparatus, nes, \$0-13	US 313.6	DE 71.8	JP 38.6	553.5
	(850422) Liquid dielectric transformers 650-10,000KVA, \$30198-67252	US 197.2	DE 59	CH 14.1	322.2
	(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	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(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
	(870590) Special purpose motor vehicles nes, \$130637-270019	DE 323.6	VN 102.6	CA 100.2	810.7
	(870130) Track-laying tractors (crawlers), \$10200-147074	US 494.9	FR 9.5	ET 6.5	540.3
Optical, photo, technical, medical, etc apparatus	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3

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	(901380) Optical devices, appliances and instruments, nes, \$0-10	HK 677.7	US 11	MY 7.6	698.3
	(902219) Non-medical X-ray equipment, \$11306-42823	JP 65.5	US 51.8	FR 39.5	415.8
	(903039) Ammeters, voltmeters, ohm meters, etc, non-recording, \$0-28	US 350.7	IN 8.8	HK 6.6	376.5
	(903140) Optical instruments and appliances, nes, \$4859-11859	US 117.7	SG 109.1	HK 62.6	358.6

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	
Meat and edible meat offal	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020329) Swine cuts, frozen nes, \$3-6	JP 323.1	SG 75.6	IE 12.7	435.3
	(020742) Turkey cuts & offal, except livers, frozen, \$4-8	ES 51.2	DE 12.5	GR 11.7	98.1
	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
	(020900) Pig and poultry fat, unrendered, \$0-0	CZ 4.9	SK 4.5	GB 4.2	30.4
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$7-12	FI 263.3	US 69.4	CN 67.8	687.5
	(030322) Salmon Atlantic or Danube, frozen, whole, \$5-10	KZ 27.7	PH 26.1	DK 16.4	109.8

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	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2
Dairy products, eggs, honey, edible animal products	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5
	(040490) Natural milk products nes, \$1-5	IT 56.7	EG 15.6	KR 14.3	207.9
	(040620) Cheese, grated or powdered, of all kinds, \$4-8	GB 41.4	GT 22.9	HN 12.6	165.8
	(040630) Cheese processed, not grated or powdered, \$7-12	GB 80.1	AE 24.7	KR 12.4	161.7
Edible vegetables and certain roots and tubers	(070920) Asparagus, fresh or chilled, \$3-8	CH 10	NO 5.8	CA 4.2	48.3
	(071029) Legumes, except peas and beans, frozen, \$1-2	JP 5.8	AU 1.6	IT 1.1	17.9
Edible fruit, nuts, peel of citrus fruit, melons	(080212) Almonds, fresh or dried, shelled, \$9-15	EG 15.3	FR 5	DK 1.7	27.3
	(080232) Walnuts, fresh or dried, shelled, \$10-17	DO .9	FR .5	CZ .5	4.0
Coffee, tea, mate and spices	(091020) Saffron, \$14-796	HK 28.9	FR 3.7	PT 1.7	39.3
	(090122) Coffee, roasted, decaffeinated, \$22-44	PT 3	GB 2.9	ES 2.7	20.9

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Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(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
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(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, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130212) Liquorice extract, \$7-20	IT 3.2	FI 1.9	DE 1.5	9.7
	(130231) Agar-agar, \$57-119	DE .5	KW .4	JP .2	2.0
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
	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7
	(151530) Castor oil or fractions not chemically modified, \$0-1	CN 31.8	DE 30.7	NL 11.1	112.8
	(152090) Glycerol (glycerine), nes including synthetic glycerol, \$0-0	JP 23.8	DK 14.4	VN 10.1	90.8
	(151490) Canola, rape, colza or mustard oil, fractions, refined, \$1-2	SE 12.1	FR 11.2	PH 7.1	64.0
Meat, fish and seafood food preparations nes	(160241) Swine hams & cuts thereof, prepared or preserved, \$4-10	GB 62.3	CA 26.8	US 21.3	192.4

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	(160249) Swine meat or offal nes, prepared,preserved, not live, \$8-14	DE 23.9	CA 16.8	FR 13.8	85.8
	(160412) Herrings, prepared or preserved, not minced, \$0-3	RU 8.1	RO 7.4	EE 5.4	31.3
	(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
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
	(170410) Chewing gum containing sugar, except medicinal, \$10-23	PL 2	DE 1.6	SA 1.5	13.8
	(170230) Glucose, glucose syrup < 20% fructose, \$8-25	TG 1.7	CH 1	KR .2	3.7
Cereal, flour, starch, milk preparations and products	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$3-6	US 10.7	JP 3.8	DE 1.9	29.8
	(190300) Tapioca and tapioca substitutes, \$1-3	US 1.1	PH .9	KR .9	10.6
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$7-16	KW .7	SE .5	AE .3	2.1
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-0	KR 138.1	PH 134.4	NL 66.6	496.3