

Thailand

Basic statistics

Current diversification (number of products)	17,318	Potential new products more complex (percentage)	89
Potential new products	697	Export opportunity in more complex products (percentage)	32
Potential new products more complex than the country's average	621	Import replacement opportunity in more complex products (percentage)	68

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	21
Pharmaceutical products	17
Iron and steel	13
Machinery & mech appliance etc	6
Arms and ammunition, parts and accessories thereof	6
Inorganic chemicals, precious metal compound, isotopes	5
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	3
Plastics and articles thereof	3
Nickel and articles thereof	3
Meat and edible meat offal	3
Sum of others with smaller share	19

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

By countries

Country	Percent
USA	12
China	11
Italy	8
Thailand	7
Germany	6
Singapore	5
France	5
United Kingdom	4
Netherlands	4
Japan	3
Others	19

By regions

Region	Percent
Asia	37
Western Europe	20
Northern America	14
Southern Europe	11
Northern Europe	7
Eastern Europe	6

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	36
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	35
Live animals	18

Animal,vegetable fats and oils, cleavage products, etc	2
Fish, crustaceans, molluscs, aquatic invertebrates nes	2
Cereals	2
Lac, gums, resins, vegetable saps and extracts nes	2
Dairy products, eggs, honey, edible animal product nes	1
Products of animal origin, nes	1

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

By countries

Country	Percent
Germany	35
USA	10
China, Hong Kong SAR	9
China	6
Italy	3
Poland	3
Austria	3
Spain	3
Others	11

By regions

Region	Percent
Western Europe	42
Asia	23
Eastern Europe	11
Northern America	11
Southern Europe	8
Northern Europe	5

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	(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
	(020742) Turkey cuts & offal, except livers, frozen, \$1-4	CN 35	RO 5.2	PE 4.6	95.6
	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(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
	(120791) Poppy seeds, \$0-3	AT 13.6	NL 8.3	UA 4.9	38.7
	(120911) Seed, sugar beet, for sowing, \$12-60	IT 8.8	PL 5.5	EG 3.1	21.3
Inorganic chemicals, precious metal compound, isotopes	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7
	(282520) Lithium oxide and hydroxide, \$12-38	JP 402.5	KR 161.6	ES 3.5	581.8

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	(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
	(283324) Nickel sulphates, \$3-7	JP 56.7	CA 17.9	MY 7.2	101.8
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
	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$278-660	IE 383.8	SI 116.7	DE 64.2	699.9
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$354-848	IT 305.4	DE 236.5	CH 111.6	696.0
	(293490) Heterocyclic compounds, nes, \$1397-5698	US 300.4	GB 135.1	CH 29.6	509.6
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$1426-4982	GB 147	SG 106.9	US 57.5	400.5
Pharmaceutical products	(300439) Hormones nes, except contraceptives, in dosage, \$1544-4696	US 1677.7	IT 1501.4	NL 457.2	4200.4
	(300431) Insulin, in dosage, \$99-344	CN 253.2	DE 81.2	RO 44.5	728.8
	(300432) Adrenal cortical hormones, in dosage, \$219-467	FR 325.8	BE 70.7	GB 48.9	693.9
	(300190) Heparin, salts, for therapeutic use, \$2199-5337	SG 488.6	FR 95.3	US 54.2	684.6
	(300440) Alkaloids, derivs, no antibiotics, hormones, in dosag, \$261-599	US 93.2	SE 36.9	CN 32.2	260.5

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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
	(391390) Polymers, natural or modified nes in primary forms ne, \$302-1078	US 44.5	SG 18.1	CH 8.5	88.6
	(392051) Sheet/film not cellular/reinf polymethyl methacrylate, \$10-21	CN 27.6	DK 5	FR 3	39.2
	(390791) Polyesters nes, unsaturated, in primary forms, \$6-12	US 8	IE 3.8	KR 3.7	29.7
	(391520) Polystyrene waste or scrap, \$0-1	ES 14.4	US 5.8	UA 2.6	27.6
Iron and steel	(720310) Ferrous products from direct reduction of iron ore, \$0-5	CN 307.1	UZ 76.7	AT 63.8	520.0
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-0	CN 205.8	FR 151.9	LK 41.6	451.3
	(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
	(720821) Hot rolled iron or non-alloy steel, coil,width >600mm, t >10mm, nes, \$0-0	SA 90.4	JP 56	TR 40.9	438.8
	(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, \$0-13	MY 252.7	IN 103.9	FR 78.2	528.7
	(750400) Nickel powders and flakes, \$0-21	CN 105.7	KR 56.3	US 20.2	210.8
	(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

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	(750712) Tubes and pipe, nickel alloy, \$96-200	US 48.1	CN 28.5	SG 4.3	84.0
Machinery & mech appliance etc	(842240) Packing or wrapping machinery nes, \$66673-180950	CN 129.9	CA 54.7	AU 39.4	282.2
	(843311) Mowers, powered, lawn, with horizontal cutting device, \$829-1896	CA 177	US 31.2	SE 23.6	272.5
	(840690) Parts of steam and vapour turbines, \$231-531	GB 52.5	ZA 23.6	JP 22.9	164.0
	(846781) Chain saws, \$233-440	US 57	DE 34	GB 16.2	141.1
	(840310) Central heating boilers nes, \$327-3777	CA 51.1	US 19.3	UZ 19.3	133.4
Arms and ammunition, parts and accessories thereof	(930690) Munitions of war, ammunition/projectiles and parts, \$12-71	TH 2113.9	PH 55.8	AO 44.4	2419.3
	(930100) Military weapons, other than hand guns, swords, etc, \$277-5074	EE 28	LT 11.8	US 8.8	63.3
	(930390) Signal pistols, etc, humane killers, etc, \$51-909	TH 35.3	IN 3.7	AU 1.4	43.2
	(930330) Rifles, sporting, hunting or target-shooting, nes, \$390-976	BE 4.7	RU 4.6	NZ 4.4	40.7
	(930629) Air gun pellets, parts of shotgun cartridges, \$4-24	PH 8.2	ID 1.4	CG .7	13.3

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	(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
	(020742) Turkey cuts & offal, except livers, frozen, \$1-4	CN 35	RO 5.2	PE 4.6	95.6
	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030721) Scallops, live, fresh or chilled, \$8-23	HK 20.1	US 9.4	IT 2.1	41.7
	(030250) Cod, fresh or chilled, whole, \$0-5	FR 3.5	DE 3.4	LV 1.5	10.9
	(030222) Plaice, fresh or chilled, whole, \$3-7	GB .6	FR .3	BE .2	1.1
	(030759) Octopus, frozen, dried, salted or in brine, \$43-70	BM .1	LB 0	DK 0	0.1
Dairy products, eggs, honey, edible animal product nes	(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

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	(040891) Eggs, bird, not in shell, dried, \$6-10	GB 1	IT .9	NL .8	4.7
	(040120) Milk not concentrated nor sweetened 1-6% fat, \$2-3	EE .5	HU .5	BE .4	1.9
Products of animal origin, nes	(051110) Semen bovine, \$7-620	DK 6.8	DE 2	IE 1.7	18.4
	(050290) Hair & waste of badger and of other brush making hair, \$234-362	KR .1	MU 0	SG 0	0.1
Cereals	(100200) Rye, \$0-1	US 75.3	BY 2.8	ES 2.7	88.4
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(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
	(120791) Poppy seeds, \$0-3	AT 13.6	NL 8.3	UA 4.9	38.7
	(120911) Seed, sugar beet, for sowing, \$12-60	IT 8.8	PL 5.5	EG 3.1	21.3
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
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
	(151912) Oleic acid, \$1-3	JP 10.4	MY 2.5	ZA .8	16.4
	(150100) Lard, other pig fat and poultry fat, rendered, \$0-3	CZ 3.3	GB 2.2	JP 1.3	15.5
	(151930) Industrial fatty alcohols, \$321+	KW .1	GR 0	SG 0	0.1

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Meat, fish and seafood food preparations nes	(160242) Swine shoulders & cuts thereof, prepared or preserved, \$3-7	CA 3.4	NO 2	BE 1.3	10.7
Vegetable, fruit, nut, etc food preparations	(200860) Cherries, otherwise prepared or preserved, \$63-149	FI 0	DK 0	CN 0	0.0