

## Tokelau

### Basic statistics

Current diversification (number of products)	1,130	Potential new products more complex (percentage)	75
Potential new products	3,961	Export opportunity in more complex products (percentage)	36
Potential new products more complex than the country's average	2,964	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
Machinery & mech appliance etc	11
Electrical, electronic equipment	9
Plastics and articles thereof	8
Optical, photo, technical, medical, etc apparatus	5
Vehicles other than railway, tramway	5
Organic chemicals	4
Articles of iron or steel	4
Iron and steel	4
Wood and articles of wood, wood charcoal	3
Paper & paperboard, articles of pulp, paper and board	3
Sum of others with smaller share	43

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

By countries

Country	Percent
USA	15
France	7
China	5
Germany	5
United Kingdom	4
Thailand	4
India	3
Belgium	3
Rep. of Korea	3
Netherlands	3
Japan	3
Italy	3
Others	28

By regions

Region	Percent
Asia	35
Western Europe	21
Northern America	17
Eastern Europe	8
Northern Europe	7
Southern 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
Dairy products, eggs, honey, edible animal products	16

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Edible fruit, nuts, peel of citrus fruit, melons	11
Cereal, flour, starch, milk preparations and products	8
Residues, wastes of food industry, animal fodder	8
Beverages, spirits and vinegar	7
Meat and edible meat offal	7
Animal, vegetable fats and oils, cleavage products, etc	6
Vegetable, fruit, nut, etc food preparations	6
Cocoa and cocoa preparations	5
Tobacco and manufactured tobacco substitutes	4
Meat, fish and seafood food preparations nes	4
Miscellaneous edible preparations	3
Sugars and sugar confectionery	3
Edible vegetables and certain roots and tubers	2
Sum of others with smaller share	10

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

By countries

Country	Percent
USA	13
United Kingdom	7
France	7

By regions

Region	Percent
Asia	34
Western Europe	20
Northern America	14

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Germany	6	Northern Europe	13
China	4	Eastern Europe	7
Netherlands	4	Southern Europe	4
United Arab Emirates	4		
Russian Federation	3		
Philippines	3		
China, Hong Kong SAR	3		
Rep. of Korea	3		
Japan	3		
Others	26		

### 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	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(293490) Heterocyclic compounds, nes, \$0-25	IN 298.8	NL 228.1	FR 131	896.3
	(293490) Heterocyclic compounds, nes, \$326-777	DE 165.8	RU 152.6	CA 117.7	711.5
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8

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	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
Plastics and articles thereof	(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
	(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
	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
Wood and articles of wood, wood charcoal	(440710) Lumber, coniferous (softwood) thickness < 6 mm, \$0-202	US 3499.8	IT 574.8	CN 351.4	4988.3
	(441010) Particle board of wood, \$0-0	US 1396.3	BE 83.7	FR 63.8	1692.2
	(441212) Plywood, 1 or 2 outer ply non-conifer nes (ply <6 mm), \$419-764	US 646.8	FR 180.5	VN 45.5	976.4
	(440130) Sawdust, wood waste or scrap, \$0-0	IT 166.6	DK 146.5	BE 109.6	608.4
	(441119) Fibreboard >0.8 g/cm2 worked/surface covered, \$0-0	FR 190.1	US 123.6	ES 27	571.3
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

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	(480100) Newsprint, \$0-0	IN 372.1	HU 21.5	TH 19.5	491.8
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
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
	(720824) Hot rolled iron or non-alloy steel, coil,width >600mm, t <3mm thick, ne, \$0-0	VN 655.6	JP 268	PH 69.7	1370.0
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-0	VN 261.3	CN 171.3	DE 165.6	1220.9
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	FR 263	IT 60.8	ES 39.7	560.2
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
	(730410) Pipes, line, iron or steel, for oil or gas pipelines, \$1-10	MY 83.8	KR 75.5	GB 74.3	594.9
	(730660) Hollow profiles/tubes,iron/steel,non-circular, welded, \$0-0	FR 301.7	SG 37.8	MM 18.6	490.0
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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	(840734) Engines, spark-ignition reciprocating, over 1000 cc, \$582-2464	US 1239.3	FR 460.8	CZ 179.3	2916.2
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(848071) Moulds, injection & compression, for rubber or plasti, \$18-94	TH 196.8	CZ 160.8	IN 96.4	823.2
	(842710) Self-propelled works trucks, electric motor, \$6305-18192	ES 203.7	CZ 85.7	FR 81.2	748.0
Electrical, electronic equipment	(852990) Parts for radio/tv transmit/receive equipment, nes, \$231-527	CN 1820.1	HK 799.3	DE 391.7	3322.1
	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(850980) Domestic appliances, with electric motor, nes, \$0-24	US 375.4	NL 255.7	DE 120.6	1072.4
	(850940) Domestic food grinders, mixers, juice extractors, \$0-26	IT 232.7	AE 116.2	SA 96.8	762.6
Vehicles other than railway, tramway	(870321) Automobiles, spark ignition engine of <1000 cc, \$4545-12866	SA 2774.6	FR 1101.6	DE 545.5	7194.8
	(870120) Road tractors for semi-trailers (truck tractors), \$17940-76646	PL 1140.1	IT 683.2	DE 528.7	5164.4
	(870423) Diesel powered trucks weighing > 20 tonnes, \$33584-86409	RU 957.4	ES 249	FR 137.8	2148.8
	(871190) Motorcycles with other than a spark ignition engine, \$303-1677	DE 359.3	NL 175.8	FR 92.8	1029.9
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4

Catalogue of Diversification Opportunities 2022

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
	(902130) Artificial body parts, aids and appliances, etc, \$243-1093	NL 534	US 353.1	ES 106	1487.5
	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2
	(900130) Contact lenses, \$0-1	US 445.7	JP 124.8	BE 79.7	886.2

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	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020230) Bovine cuts boneless, frozen, \$0-3	AE 321	ID 238.5	GB 161.8	930.1
	(020721) Fowls, domestic, whole, frozen, \$1-2	EG 95.7	VN 13.3	RU 12.4	211.7
	(021020) Bovine meat salted, dried or smoked, \$6-22	ES 8.5	IT 4.2	GB 3.8	23.1
	(020743) Duck, goose, guinea fowl cuts, offal not liver, froze, \$3-10	HK 9.6	TH 2.5	AT 2.3	20.6
Dairy products, eggs, honey, edible animal products	(040210) Milk powder < 1.5% fat, \$2-3	CN 286.7	PH 252.3	ID 143.6	1495.9



## Catalogue of Diversification Opportunities 2022

	(040690) Cheese except fresh, grated, processed or blue-veined, \$8-14	FR 267	US 206.6	DE 75.8	745.8
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040700) Birds eggs, in shell, fresh, preserved or cooked, \$1-5	SG 127.4	HK 103.6	NL 53.5	417.5
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
Edible vegetables and certain roots and tubers	(071080) Vegetables, frozen nes, uncooked steamed or boiled, \$1-3	US 75.1	JP 54.4	GB 23.9	227.5
	(070700) Cucumbers and gherkins, fresh or chilled, \$0-2	US 31	SK 7.5	KZ 5.6	75.5
	(071010) Potatoes, frozen, uncooked steamed or boiled, \$0-1	ES 13.9	BE 12.8	GB 7.3	71.0
	(071090) Frozen vegetable mixtures, uncooked, boiled or steame, \$1-2	US 18.7	NL 5.4	DE 4.2	64.1
	(070511) Cabbage lettuce (head lettuce) fresh or chilled, \$0-3	PL 21.3	DE 18.1	US 4.3	63.1
Edible fruit, nuts, peel of citrus fruit, melons	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$4-12	US 276	GB 57.5	DE 42.4	518.8
	(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

Catalogue of Diversification Opportunities 2022

	(080810) Apples, fresh, \$0-1	VN 46	PE 35.3	LK 22.6	317.3
Animal,vegetable fats and oils, cleavage products, etc	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$0-1	FR 132.4	CL 61.3	PL 44.4	384.7
	(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
	(150790) Refined soya-bean oil, not chemically modified, \$0-2	IN 54.7	SA 8.8	NZ 8.3	124.6
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
	(160520) Shrimps and prawns, prepared or preserved, \$7-15	DK 168.6	JP 92.5	CN 38	395.7
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$3-8	US 33	GB 25.1	NL 23.1	187.2
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4
	(160250) Bovine meat, offal nes, not livers, prepared/preserve, \$3-8	GB 47.1	US 21.5	PL 6.7	139.1
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$0-1	CN 49.8	FR 38.5	PH 14.8	195.5

## Catalogue of Diversification Opportunities 2022

	(170210) Lactose and lactose syrup, \$1-5	IE 21.2	IN 19.7	BE 13.4	184.2
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$1-5	NL 20	SA 8.2	NZ 5.7	74.7
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
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$12-23	KR 24.5	HK 18.2	MY 17.4	88.7
	(180610) Cocoa powder, sweetened, \$2-8	NL 5.8	AT 5	TH 3.5	36.2
Cereal, flour, starch, milk preparations and products	(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
	(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

Catalogue of Diversification Opportunities 2022

Vegetable, fruit, nut, etc food preparations	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$0-2	FR 195.9	IE 41.2	DE 21.5	336.9
	(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
	(200570) Olives, prepared or preserved, not frozen/vinegar, \$1-3	IT 38.4	US 34.3	AL 12.4	145.1
	(200290) Tomatoes nes, prepared or preserved, not in vinegar, \$0-1	TR 20.7	DE 11.6	MY 10.1	120.7
Miscellaneous edible preparations	(210500) Ice cream and other edible ice, \$0-2	GB 86.7	FR 32.9	ES 32.4	259.1
	(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4
	(210110) Coffee extracts, essences, concentrates, preparations, \$14-28	EC 19.8	CL 16.6	NL 15.6	133.6
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
	(210210) Yeasts, active, \$2-17	LK 10.4	US 9.8	UZ 9.4	94.9
Beverages, spirits and vinegar	(220710) Undenatured ethyl alcohol > 80% by volume, \$0-1	DE 407.8	GB 375	NL 336.6	1714.8
	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
	(220900) Vinegar and substitutes for vinegar from acetic acid, \$0-1	PT 2.5	NL 1	HU .8	9.8

Catalogue of Diversification Opportunities 2022

Residues, wastes of food industry, animal fodder	(230400) Soya-bean oil-cake and other solid residues, \$0-0	KR 637.7	AU 357.8	PH 337.5	2222.2
	(230990) Animal feed preparations nes, \$4-9	ES 50.4	IN 37.4	PL 15.9	199.7
	(230890) Vegetable wastes and residues nes for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1
Tobacco and manufactured tobacco substitutes	(240210) Cigars, cheroots and cigarillos, containing tobacco, \$51-173	US 1071.6	JP 81.9	RS 20.6	1216.1