

Tonga

Basic statistics

Current diversification (number of products)	294	Potential new products more complex (percentage)	59
Potential new products	2,268	Export opportunity in more complex products (percentage)	20
Potential new products more complex than the country's average	1,335	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
Electrical, electronic equipment	10
Plastics and articles thereof	9
Machinery & mech appliance etc	8
Organic chemicals	6
Paper & paperboard, articles of pulp, paper and board	5
Articles of apparel, accessories, knit or crochet	4
Optical, photo, technical, medical, etc apparatus	4
Articles of apparel, accessories, not knit or crochet	3
Articles of iron or steel	3
Iron and steel	3
Sum of others with smaller share	46

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

By countries

Country	Percent
USA	19
France	8
Germany	5
China	5
United Kingdom	4
Thailand	4
Japan	4
Italy	3
Rep. of Korea	3
Russian Federation	3
Netherlands	3
Others	25

By regions

Region	Percent
Asia	32
Northern America	21
Western Europe	19
Eastern Europe	8
Southern Europe	7
Northern Europe	7
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
Edible fruit, nuts, peel of citrus fruit, melons	17
Dairy products, eggs, honey, edible animal product nes	16

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Cereal, flour, starch, milk preparations and products	15
Cocoa and cocoa preparations	13
Vegetable, fruit, nut, etc food preparations	8
Miscellaneous edible preparations	6
Sugars and sugar confectionery	5
Animal,vegetable fats and oils, cleavage products, etc	4
Beverages, spirits and vinegar	3
Live trees, plants, bulbs, roots, cut flowers etc	3
Meat, fish and seafood food preparations nes	3
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Edible vegetables and certain roots and tubers	2
Meat and edible meat offal	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	18
Russian Federation	9
France	7
United Kingdom	7

By regions

Region	Percent
Asia	28
Northern America	20
Western Europe	17
Northern Europe	12

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China	5	Eastern Europe	12
Japan	4	Southern Europe	4
Germany	3	Sub-Saharan Africa	3
Philippines	3		
Netherlands	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	
Organic chemicals	(293490) Heterocyclic compounds, nes, \$25-326	US 658.4	IT 252.8	CN 107.6	1664.8
	(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
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
	(293100) Organo-inorganic compounds, nes, \$3-18	BR 359.3	KR 94.3	IE 31.3	593.9
Plastics and articles thereof	(390110) Polyethylene - specific gravity <0.94 in primary form, \$1-1	SG 1067.1	CN 508.3	EG 226.5	2620.5
	(390110) Polyethylene - specific gravity <0.94 in primary form, \$0-1	BR 184	CL 131	NG 126.3	1139.5

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	(390210) Polypropylene in primary forms, \$1-2	SG 357.8	BE 78.7	IN 64.7	939.2
	(390690) Acrylic polymers nes, in primary forms, \$1-5	RU 119.4	TH 72	SA 61.4	691.6
	(390810) Polyamide-6, -11, -12, -6,6, -6,9, -6,10 or -6,12, \$2-6	US 111.7	NL 87	ES 68.7	636.4
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
	(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
	(480300) Paper, household, sanitary, width > 36 centimetres, \$1-4	KE 38.3	TH 35.9	DE 24.8	345.4
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
	(610712) Mens, boys underpants or briefs, manmade fibre, knit, \$3-12	JP 207.4	US 80.2	FR 44.1	377.0
	(611130) Babies garments, accessories of synthetic fibres, kni, \$21-51	US 260.1	ES 16.5	GB 6	302.6
	(610463) Womens, girls trousers, shorts, synthetic fibres, kni, \$0-6	US 69.3	GR 35.6	AU 20.8	248.1
	(610831) Womens, girls nightdress or pyjamas, of cotton, knit, \$4-12	FR 87	JP 49.5	AE 40.4	244.1

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Articles of apparel, accessories, not knit or crochet	(620213) Womens, girls overcoats etc manmade fibre, not knit, \$0-25	RU 222.4	ES 44.2	AT 37.7	384.0
	(620192) Mens, boys anoraks etc, of cotton, not knit, \$20-58	FR 81	US 66.5	JP 61.6	316.1
	(620610) Womens, girls blouses & shirts, of silk, not knit, \$37-136	US 110.3	FR 67	GB 44.8	274.4
	(620113) Mens, boys overcoats of manmade fibres, not knit, \$0-32	KR 80.8	RU 48	IT 18	274.3
	(620333) Mens, boys jackets, blazers, synthetic fibre, not kni, \$0-24	KR 117.8	AT 42.2	US 17.7	254.5
Iron and steel	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	CN 591.4	IT 216.4	MK 32.1	985.9
	(720822) Hot rolled iron or non-alloy steel, coil,width >600mm, t 4.75-10mm, nes, \$0-0	IT 188.6	MY 86.6	TR 71.4	530.0
	(720922) Cold rolled iron or non-alloy steel, coil, width >600mm, t 1-3mm, nes, \$0-0	JP 154.1	TH 77.2	MY 60.2	479.5
	(722490) Semi-finished products of alloy steel except stainles, \$0-1	US 312.5	FR 23.9	CN 18.9	384.9
Articles of iron or steel	(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
	(730810) Bridges and bridge sections, iron or steel, \$2-7	LK 128.4	PH 66.1	ZM 48.9	390.1
	(730830) Doors, windows, frames of iron or steel, \$3-12	DE 68.1	US 48	PH 34.1	346.1

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	(731021) Cans, iron/steel, capacity <50l closed by crimp/solde, \$0-2	NL 112.6	FR 108.1	BE 18	308.8
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
	(841850) Refrigerator/freezer chests/cabinets/showcases, \$450-1594	FR 439.5	PL 54	AU 31.4	905.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(848340) Gearing, ball screws, speed changers, torque converters, \$29-846	CN 477.1	AR 61.4	AU 43.2	642.7
	(841480) Air or gas compressors, hoods, \$0-144	HU 155.7	TH 134.8	DE 81.4	614.4
Electrical, electronic equipment	(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
	(850910) Domestic vacuum cleaners, \$65-158	FR 592.1	RU 177.6	HK 92.7	1322.0
	(850980) Domestic appliances, with electric motor, nes, \$0-24	US 375.4	NL 255.7	DE 120.6	1072.4
	(851679) Electro-thermic appliances, domestic, nes, \$0-24	US 476.4	ES 67.8	DE 56.6	904.5
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, \$0-243	IT 247.9	GB 228.5	FR 80.4	677.4
	(902119) Orthopaedic/fracture appliances, nes, \$35-397	US 186	GB 127.3	NL 57.4	605.5

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	(901910) Massage and psychological aptitude-test apparatus, \$14-70	US 370.9	NL 23.9	VN 20.6	518.1
	(902920) Speed indicators, tachometers, stroboscopes, \$119-141	GB 139.7	KR 68.9	AT 54.8	486.4

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	
Meat and edible meat offal	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
Dairy products, eggs, honey, edible animal products	(040120) Milk not concentrated nor sweetened 1-6% fat, \$0-1	FR 118.2	CN 109.9	RU 90.1	504.1
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040310) Yogurt, \$1-4	GB 168.6	RU 32.5	FI 29.2	336.6
Live trees, plants, bulbs, roots, cut flowers etc	(060299) Plants, live (including their roots), nes, \$0-1	DK 156.3	FR 143.7	IE 22.6	408.5
	(060491) Foliage, branches, for bouquets, etc. - fresh, \$0-3	GB 32.5	FR 24.4	RU 2.3	69.5
	(060499) Foliage, branches, for bouquets, etc. - except fresh, \$4-13	DE 14.3	US 2.3	KR 2.2	30.1

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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
	(070930) Aubergines(egg-plants), fresh or chilled, \$1-3	CA 25.6	GB 6.1	RU 4.3	53.9
	(071040) Sweet corn, frozen, uncooked steamed or boiled, \$1-2	CL 2.4	JP 2.3	NL 2	25.5
	(071490) Arrowroot, salep, etc fresh or dried and sago pith, \$1-4	DE 4.2	SG 1.3	CA 1.1	12.6
Edible fruit, nuts, peel of citrus fruit, melons	(080610) Grapes, fresh, \$1-2	US 947.3	CN 61.2	PH 52.2	1314.5
	(081190) Fruits and nuts (uncooked, steamed, boiled) frozen,ne, \$1-4	US 281.9	DE 81.9	CN 28.7	579.6
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
	(080810) Apples, fresh, \$0-1	VN 46	PE 35.3	LK 22.6	317.3
	(080520) Mandarin, clementine & citrus hybrids, fresh or dried, \$0-1	RU 83.7	PH 79.5	FR 12.9	243.7
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120220) Ground-nuts shelled, not roasted or cooked, \$1-2	RU 128.2	VN 67.4	PL 11.4	269.4
	(120999) Seed, fruits and spores for sowing, nes, \$0-6	AT 11.2	FR 4.6	DK 3	33.3
Animal,vegetable fats and oils, cleavage products, etc	(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

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	(152090) Glycerol (glycerine), nes including synthetic glycerol, \$0-4	US 30.5	CZ 23.8	CA 18.2	101.8
	(151490) Canola, rape, colza or mustard oil, fractions, refined, \$1-2	SE 12.1	FR 11.2	PH 7.1	64.0
	(151911) Stearic acid, \$0-2	PL 13.6	CA 12.2	BE 5.6	45.0
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
Sugars and sugar confectionery	(170111) Raw sugar, cane, \$0-2	EG 218.8	US 43.7	VN 27.3	328.1
	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170490) Sugar confectionery not chewing gum, no cocoa content, \$7-14	CN 36.3	FR 19.6	FI 18.5	137.1
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$1-5	NL 20	SA 8.2	NZ 5.7	74.7
	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
Cocoa and cocoa preparations	(180632) Chocolate, cocoa prep, block/slab/bar, not filled, >2k, \$0-4	FR 206	GB 79.4	BE 78.7	646.4
	(180620) Chocolate and other food preps containing cocoa > 2k, \$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

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	(180690) Chocolate/cocoa food preparations nes, \$11-22	ID 31.7	FI 24.7	ES 12.2	120.7
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, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$0-1	FR 78.8	PH 24.5	LK 16.9	309.2
	(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
Vegetable, fruit, nut, etc food preparations	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$2-6	NL 30.7	HK 23.5	US 21.1	213.1
	(200919) Orange juice, not fermented, spirited, or frozen, \$0-2	PL 69.2	AT 26.3	SA 15.7	156.8
	(200190) Veg, fruit, nuts nes prepared or preserved by vinegar, \$1-3	US 49.2	DE 32.4	GB 12.9	152.0
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9
	(200970) Apple juice not fermented or spirited, \$0-1	JP 33	ZA 20.4	TR 18.3	124.9
Miscellaneous edible preparations	(210610) Protein concentrates and textured protein substances, \$2-13	DE 32.2	CA 30.6	GB 26	227.4
	(210410) Soups and broths and preparations thereof, \$2-6	US 41.3	IT 19.8	NE 17.5	193.6

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	(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
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
Beverages, spirits and vinegar	(220820) Spirits obtained by distilling grape wine, grape marc, \$0-7	RU 284.9	FR 72.9	PH 23.9	432.9