

## Vanuatu

### Basic statistics

Current diversification (number of products)	435	Potential new products more complex (percentage)	64
Potential new products	2,956	Export opportunity in more complex products (percentage)	24
Potential new products more complex than the country's average	1,894	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	12
Plastics and articles thereof	11
Electrical, electronic equipment	10
Optical, photo, technical, medical, etc apparatus	6
Articles of iron or steel	4
Paper & paperboard, articles of pulp, paper and board	4
Articles of apparel, accessories, knit or crochet	3
Organic chemicals	3
Iron and steel	3
Miscellaneous chemical products	2
Sum of others with smaller share	43

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

By countries

Country	Percent
USA	17
France	8
Germany	5
China	4
United Kingdom	4
Thailand	4
Japan	3
Netherlands	3
Italy	3
Others	28

By regions

Region	Percent
Asia	32
Western Europe	21
Northern America	19
Eastern Europe	8
Northern Europe	7
Southern 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	15
Cocoa and cocoa preparations	15
Cereal, flour, starch, milk preparations and products	12
Vegetable, fruit, nut, etc food preparations	12

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Animal,vegetable fats and oils, cleavage products, etc	10
Miscellaneous edible preparations	8
Dairy products, eggs, honey, edible animal product nes	8
Edible vegetables and certain roots and tubers	3
Sugars and sugar confectionery	3
Meat, fish and seafood food preparations nes	2
Fish, crustaceans, molluscs, aquatic invertebrates nes	2
Beverages, spirits and vinegar	2
Milling products, malt, starches, inulin, wheat gluten	2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Sum of others with smaller share	6

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

By countries

Country	Percent
USA	17
United Kingdom	10
Netherlands	6
Germany	6
United Arab Emirates	5
Japan	4

By regions

Region	Percent
Asia	30
Northern America	20
Western Europe	19
Northern Europe	13
Eastern Europe	8
Southern Europe	5

France	4
Russian Federation	3
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	
Organic chemicals	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
	(292910) Isocyanates, \$1-5	IT 137.1	DE 134.3	ES 65.8	528.2
	(294190) Antibiotics nes, in bulk, \$62-401	IN 112.6	JP 42.9	RU 36.2	443.9
	(292249) Amino-acids nes, esters, salts thereof, \$0-3	US 107.8	FR 45.2	NL 33.7	295.5
Miscellaneous chemical products	(380810) Insecticides, packaged for retail sale, \$28-63	BR 284.1	FR 98.3	IN 67.9	736.0
	(380830) Herbicides, sprouting and growth regulators, \$4-18	TH 185.5	ES 103.4	IT 53.1	708.3
	(381590) Reaction initiators, accelerators, catalysts, nes, \$4-17	TH 392.4	KR 164	DE 19.7	680.3

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	(380820) Fungicides, packaged for retail sale, \$5-17	GB 80.3	BR 61.7	TH 44.8	415.4
	(380840) Disinfectants, packaged for retail sale, \$2-8	CA 96.9	CN 45.7	GB 22	335.7
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
	(390110) Polyethylene - specific gravity <0.94 in primary form, \$0-1	BR 184	CL 131	NG 126.3	1139.5
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
	(390720) Polyethers nes, in primary forms, \$1-4	DE 249.3	BR 157.9	IN 103	1100.1
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
	(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	(610832) Womens, girls nightdress or pyjama manmade fibre, kni, \$5-16	JP 110.2	FR 50.6	HK 48.7	412.8

Catalogue of Diversification Opportunities 2022

	(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
	(610822) Womens, girls briefs or panties, manmade fibre, knit, \$0-2	KR 81.7	AT 49	RU 37.5	275.6
	(610831) Womens, girls nightdress or pyjamas, of cotton, knit, \$4-12	FR 87	JP 49.5	AE 40.4	244.1
Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-0	FR 787.5	ES 180	BE 108.3	1826.6
	(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
	(721070) Flat rolled iron or non-alloy steel, painted/plastic coated,width>600mm, \$0-1	US 102.9	GB 86.3	CZ 47.1	478.0
	(722540) Hot rolled alloy-steel, not in coil width >600mm, nes, \$0-2	KR 47.3	VN 44.4	RU 40.9	320.9
	(721012) Flat rolled iron or non-alloy steel, coated with tin, w >600mm, t <0.5m, \$0-1	PH 43.8	UA 26.4	ZA 19.6	268.6
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
	(730660) Hollow profiles/tubes,iron/steel,non-circular, welded, \$0-0	FR 301.7	SG 37.8	MM 18.6	490.0
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730630) Pipes etc nes, iron/steel welded nes,diameter <406.4m, \$0-1	FR 206.4	CZ 37.6	ES 34.1	468.6
Machinery & mech appliance etc	(840820) Engines, diesel, for motor vehicles, \$771-6587	BE 701.9	AT 433	PT 416.2	3241.6

Catalogue of Diversification Opportunities 2022

	(842951) Front end shovel loaders, \$27366-72431	FR 443.6	RU 233.1	US 207.4	1552.2
	(841199) Parts of gas turbine engines except turbo-jet/prop, \$0-56	US 839	FR 196.5	HU 96.1	1522.1
	(847989) Machines and mechanical appliances, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(841850) Refrigerator/freezer chests/cabinets/showcases, \$450-1594	FR 439.5	PL 54	AU 31.4	905.4
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, \$243-1093	NL 534	US 353.1	ES 106	1487.5
	(902140) Hearing aids, except parts and accessories, \$85-242	FR 373.8	NL 146.2	GB 114.7	872.6
	(902130) Artificial body parts, aids and appliances, etc, \$0-243	IT 247.9	GB 228.5	FR 80.4	677.4
	(901910) Massage and psychological aptitude-test apparatus, \$14-70	US 370.9	NL 23.9	VN 20.6	518.1

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		
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030490) Fish meat & mince, except liver, roe & fillets, froze, \$2-8	TH 80.1	PH 42	JP 36.2	290.0	
	(030739) Mussels, frozen, dried, salted or in brine, \$3-8	US 5.3	AE .7	CA .4	9.0	
Dairy products, eggs, honey, edible animal product nes	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6	
	(040310) Yogurt, \$1-4	GB 168.6	RU 32.5	FI 29.2	336.6	
	(040299) Milk and cream nes sweetened or concentrated, \$1-3	RU 67.9	PH 48.1	SA 28.7	232.1	
	(040120) Milk not concentrated nor sweetened 1-6% fat, \$0-0	PH 68.6	IT 47.6	MO 14.6	199.4	
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	
	(070519) Lettuce, fresh or chilled except cabbage lettuce, \$1-4	CA 33.1	DE 7.4	IT 6.4	99.5	
	(071090) Frozen vegetable mixtures, uncooked, boiled or steame, \$1-2	US 18.7	NL 5.4	DE 4.2	64.1	
	(070690) Beetroot,salsify,celeriac,radishes etc. fresh, chille, \$0-3	DE 8.9	KR 8.2	PL 6.6	52.0	
	(071190) Vegetables nes and mixtures provisionally preserved, \$1-4	IT 6.4	BR 3.8	DE 3.3	30.6	
	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



## Catalogue of Diversification Opportunities 2022

	(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
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
Milling products, malt, starches, inulin, wheat gluten	(110412) Oats, rolled or flaked grains, \$0-2	US 111.6	VN 17.1	DE 8.3	170.3
	(110812) Maize (corn) starch, \$0-1	DE 9.7	BE 6.1	NL 5.3	56.1
	(110630) Flour, meal, powder of fruit/nut, citrus or melon pee, \$3-13	CA 13	DE 7.3	JP 3.9	48.2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120100) Soya beans, \$0-2	IN 96	NP 71.6	US 43.4	320.4
	(120810) Soya bean flour or meal, \$0-3	AU 3.7	SE 2.8	CA 1.5	16.9
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
	(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
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
	(150910) Olive oil, virgin, \$3-8	CH 47.1	JP 32.4	CN 9.7	117.1

Catalogue of Diversification Opportunities 2022

Meat, fish and seafood food preparations nes	(160420) Fish prepared or preserved, except whole, in pieces, \$3-7	US 59.9	JP 57	AU 22.8	256.9
	(160411) Salmon prepared or preserved, not minced, \$0-6	DK 6.2	ES 1.2	UA 1.1	14.7
Sugars and sugar confectionery	(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
	(170112) Raw sugar, beet, \$0-2	KE 7.6	FR 2.2	MU 1.9	14.2
	(170191) Refined sugar, in solid form, flavoured or coloured, \$1-6	GB 2.4	CA 2.1	JP 1.6	12.9
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 > 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
	(180500) Cocoa powder, unsweetened, \$2-6	US 63.9	CN 31.5	NL 16.6	223.3
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$0-4	DE 118.6	NG 100.5	NL 48.3	465.0
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$1-3	US 50.4	ES 24.6	GB 22.1	233.7

Catalogue of Diversification Opportunities 2022

	(190190) Malt extract & limited cocoa pastrycooks products nes, \$4-8	NL 91.7	CN 32.5	HK 10.3	203.1
	(190540) Rusks, toasted bread and similar toasted products, \$2-4	AE 12.6	US 10.2	NL 9.4	79.0
Vegetable, fruit, nut, etc food preparations	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6
	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinega, \$0-2	GB 244.9	CZ 6.7	BE 5.1	282.1
	(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
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9
Miscellaneous edible preparations	(210610) Protein concentrates and textured protein substances, \$2-13	DE 32.2	CA 30.6	GB 26	227.4
	(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4
	(210320) Tomato ketchup and other tomato sauces, \$0-1	FR 94.3	DE 6.5	PL 5.6	145.1
	(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
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9