

Samoa

Basic statistics

Current diversification (number of products)	474	Potential new products more complex (percentage)	74
Potential new products	3,413	Export opportunity in more complex products (percentage)	36
Potential new products more complex than the country's average	2,519	Import replacement opportunity in more complex products (percentage)	21

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	10
Plastics and articles thereof	9
Optical, photo, technical, medical, etc apparatus	5
Paper & paperboard, articles of pulp, paper and board	4
Vehicles other than railway, tramway	4
Articles of iron or steel	4
Organic chemicals	4
Articles of apparel, accessories, knit or crochet	3
Iron and steel	3
Sum of others with smaller share	43

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

By countries

Country	Percent
USA	14
France	7
China	7
Germany	6
United Kingdom	5
Thailand	4
Italy	3
Netherlands	3
Rep. of Korea	3
Japan	3
Canada	3
Others	27

By regions

Region	Percent
Asia	35
Western Europe	20
Northern America	17
Northern Europe	7
Eastern 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
Edible fruit, nuts, peel of citrus fruit, melons	17
Dairy products, eggs, honey, edible animal product nes	15

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Cereal, flour, starch, milk preparations and products	11
Meat and edible meat offal	10
Vegetable, fruit, nut, etc food preparations	8
Cocoa and cocoa preparations	8
Beverages, spirits and vinegar	6
Miscellaneous edible preparations	5
Animal,vegetable fats and oils, cleavage products, etc	4
Meat, fish and seafood food preparations nes	4
Residues, wastes of food industry, animal fodder	2
Sugars and sugar confectionery	2
Live trees, plants, bulbs, roots, cut flowers etc	2
Edible vegetables and certain roots and tubers	2
Sum of others with smaller share	4

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

By countries

Country	Percent
USA	13
United Kingdom	8
China	8
Russian Federation	6

By regions

Region	Percent
Asia	31
Western Europe	20
Northern America	15
Northern Europe	13

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Germany	6	Eastern Europe	10
France	6	Southern Europe	5
Netherlands	5		
Italy	3		
United Arab Emirates	3		
China, Hong Kong SAR	3		
Japan	3		
Others	24		

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
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0

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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
	(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 ethylenes, 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
	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
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
	(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
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
	(610832) Womens, girls nightdress or pyjama manmade fibre, kni, \$5-16	JP 110.2	FR 50.6	HK 48.7	412.8
	(610712) Mens, boys underpants or briefs, manmade fibre, knit, \$3-12	JP 207.4	US 80.2	FR 44.1	377.0

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	(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
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
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-1	KR 571.3	NL 248.9	IN 128.4	1397.4
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(721420) Bar/rod, iron or non-alloy steel, indented or twisted, nes, \$0-1	BO 128.9	GB 103	CA 96.8	1037.5
	(722790) Bar/rod, alloy steel nes, irregularly wound coils, \$0-1	TH 296.4	IL 46.7	VN 20	397.6
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
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
Machinery & mech appliance etc	(840734) Engines, spark-ignition reciprocating, over 1000 cc, \$2464-5288	CA 3149.7	DE 1818.5	HU 350.2	6099.7

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	(847989) Machines and mechanical appliances, nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(848071) Moulds, injection & compression, for rubber or plastic, \$18-94	TH 196.8	CZ 160.8	IN 96.4	823.2
	(847780) rubber or plastic working machines, nes, \$395-20232	IN 223.1	US 149.1	PL 80.6	711.8
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
	(850910) Domestic vacuum cleaners, \$65-158	FR 592.1	RU 177.6	HK 92.7	1322.0
	(853720) Electrical control and distribution boards, > 1kV, \$18-83	KZ 109.4	TH 82.9	SG 74.7	882.0
Vehicles other than railway, tramway	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(871190) Motorcycles with other than a spark ignition engine, \$303-1677	DE 359.3	NL 175.8	FR 92.8	1029.9
	(871639) Trailers nes for the transport of goods, \$24033-54458	GB 148.2	CA 137.8	ES 67.4	533.2

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	(871690) Trailer/non-mechanically propelled vehicle parts nes, \$0-3	FR 141	TR 52.4	GB 49.5	442.1
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
	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9
	(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	(020741) Fowl cuts & offal, domestic, except livers, frozen, \$0-2	CN 728.8	SA 167.4	JP 111.3	1720.9
	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020721) Fowls, domestic, whole, frozen, \$1-2	EG 95.7	VN 13.3	RU 12.4	211.7
	(021090) Meat and edible meat offal cured, flours, meals nes, \$2-12	GB 18.2	HR 4	IT 1.9	35.5
	(020743) Duck, goose, guinea fowl cuts, offal not liver, froze, \$3-10	HK 9.6	TH 2.5	AT 2.3	20.6

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Dairy products, eggs, honey, edible animal products	(040690) Cheese except fresh, grated, processed or blue-veined, \$3-8	RU 769.9	DE 113.2	RO 97.5	1533.1
	(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
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
	(060220) Trees, edible fruit or nut, shrubs and bushes, \$2-4	RU 36.5	PE 17	IN 8.1	105.1
	(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
Edible vegetables and certain roots and tubers	(071340) Lentils dried, shelled, \$0-1	EG 38.5	ET 35.1	GB 15.3	114.1
	(071420) Sweet potatoes, fresh or dried, \$1-2	NL 23.4	DE 14.1	US 8.9	91.3
	(070700) Cucumbers and gherkins, fresh or chilled, \$0-2	US 31	SK 7.5	KZ 5.6	75.5
	(071230) Mushrooms and truffles, dried, not further prepared, \$6-37	TH 39.4	IT 5.3	CA 3	57.9
	(070930) Aubergines(egg-plants), fresh or chilled, \$1-3	CA 25.6	GB 6.1	RU 4.3	53.9

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Edible fruit, nuts, peel of citrus fruit, melons	(080610) Grapes, fresh, \$1-2	US 947.3	CN 61.2	PH 52.2	1314.5
	(080212) Almonds, fresh or dried, shelled, \$6-9	IT 236.4	NL 172.7	AE 93.8	1082.5
	(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
Animal, vegetable fats and oils, cleavage products, etc	(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
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
	(151710) Margarine, except liquid margarine, \$1-2	GB 36.5	BE 7.2	RO 7.1	117.9
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
	(160420) Fish prepared or preserved, except whole, in pieces, \$3-7	US 59.9	JP 57	AU 22.8	256.9

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	(160250) Bovine meat, offal nes, not livers, prepared/preserve, \$3-8	GB 47.1	US 21.5	PL 6.7	139.1
	(160300) Extracts, juices of meat, fish, aquatic invertebrates, \$3-21	BE 5.5	GB 2.9	CZ 1.9	16.4
Sugars and sugar confectionery	(170111) Raw sugar, cane, \$0-2	EG 218.8	US 43.7	VN 27.3	328.1
	(170490) Sugar confectionery not chewing gum, no cocoa content, \$7-14	CN 36.3	FR 19.6	FI 18.5	137.1
	(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
	(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
	(180310) Cocoa paste not defatted, \$3-5	RU 135.5	DE 58.3	FR 54.5	568.4
	(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
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$0-2	US 59.1	ES 36.1	FR 34.1	250.0
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$10-21	CN 657.8	KH 73.3	SA 68.9	898.6

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	(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
Vegetable, fruit, nut, etc food preparations	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinegar, \$0-2	GB 244.9	CZ 6.7	BE 5.1	282.1
	(200899) Fruit, edible plants nes otherwise prepared/preserved, \$6-12	CN 93.2	JP 58.1	TH 49.2	241.0
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$2-6	NL 30.7	HK 23.5	US 21.1	213.1
	(200820) Pineapples, otherwise prepared or preserved, \$1-2	US 141.2	AU 6.3	JP 2.7	159.8
	(200919) Orange juice, not fermented, spirited, or frozen, \$0-2	PL 69.2	AT 26.3	SA 15.7	156.8
Miscellaneous edible preparations	(210500) Ice cream and other edible ice, \$0-2	GB 86.7	FR 32.9	ES 32.4	259.1
	(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
	(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4

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	(210320) Tomato ketchup and other tomato sauces, \$0-1	FR 94.3	DE 6.5	PL 5.6	145.1
Beverages, spirits and vinegar	(220710) Undenatured ethyl alcohol > 80% by volume, \$0-1	DE 407.8	GB 375	NL 336.6	1714.8
	(220210) Beverage waters, sweetened or flavoured, \$1-3	US 182.5	NL 17.6	CA 9.6	272.5
	(220900) Vinegar and substitutes for vinegar from acetic acid, \$0-1	PT 2.5	NL 1	HU .8	9.8
Residues, wastes of food industry, animal fodder	(230910) Dog or cat food (retail), \$0-1	GB 167.5	FR 54.4	SE 34.5	480.5
	(230890) Vegetable wastes and residues for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1