



# Export Intelligence Reports

---

November - 2015

---



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

## Ministry of Business, Innovation and Employment (MBIE)

### Hīkina Whakatutuki – Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and well-being of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour and Building and Housing.

#### More information

[www.mbie.govt.nz](http://www.mbie.govt.nz)

0800 20 90 20

Information, examples and answers to your questions about the topics covered here can be found on our website [www.mbie.govt.nz](http://www.mbie.govt.nz) or by calling us free on 0800 20 90 20.

#### Disclaimer

This document is a guide only. It should not be used as a substitute for legislation or legal advice. The Ministry of Business, Innovation and Employment is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions.

November - 2015

**© Crown copyright 2016** The material contained in this report is subject to Crown copyright protection unless otherwise indicated. The Crown copyright protected material may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source and copyright status should be acknowledged. The permission to reproduce Crown copyright protected material does not extend to any material in this report that is identified as being the copyright of a third party. Authorization to reproduce such material should be obtained from the copyright holders.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

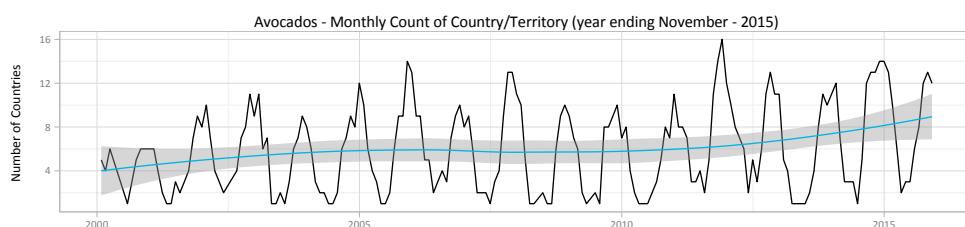
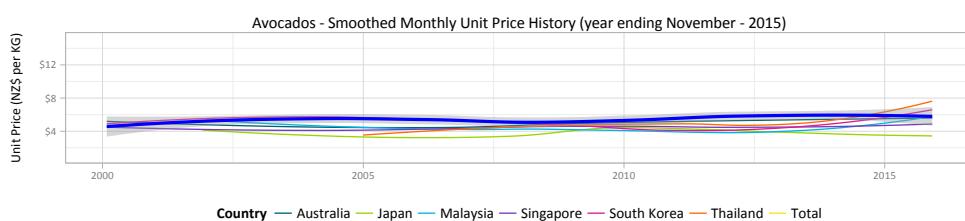
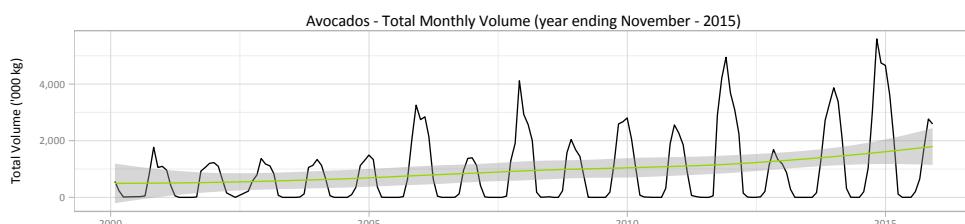
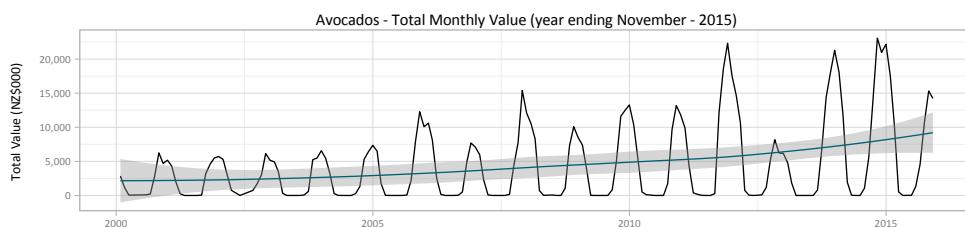
### Key Export Statistics<sup>1</sup>- Avocados<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	15,842	83.2	\$5.3	18.8%	20.8%	1.6%	11.5
Thailand	561	3.8	\$6.9	224.8%	285%	18.5%	12.1
Singapore	742	3.6	\$4.8	12.8%	19.6%	6%	2.1
Japan	701	2.5	\$3.5	-3.4%	-1.2%	2.2%	-1.5
South Korea	364	2.4	\$6.5	21.6%	44.1%	18.5%	1.2
Malaysia	106	0.5	\$5.0	18.2%	30.4%	10.3%	1.8
Other	128	0.9	\$6.8	26.4%	42.9%	13.1%	2.0
Total	18,443	96.9	\$5.3	18.5%	22.1%	3%	6.2

Top 6 Avocados Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Avocados starting with: 080440.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

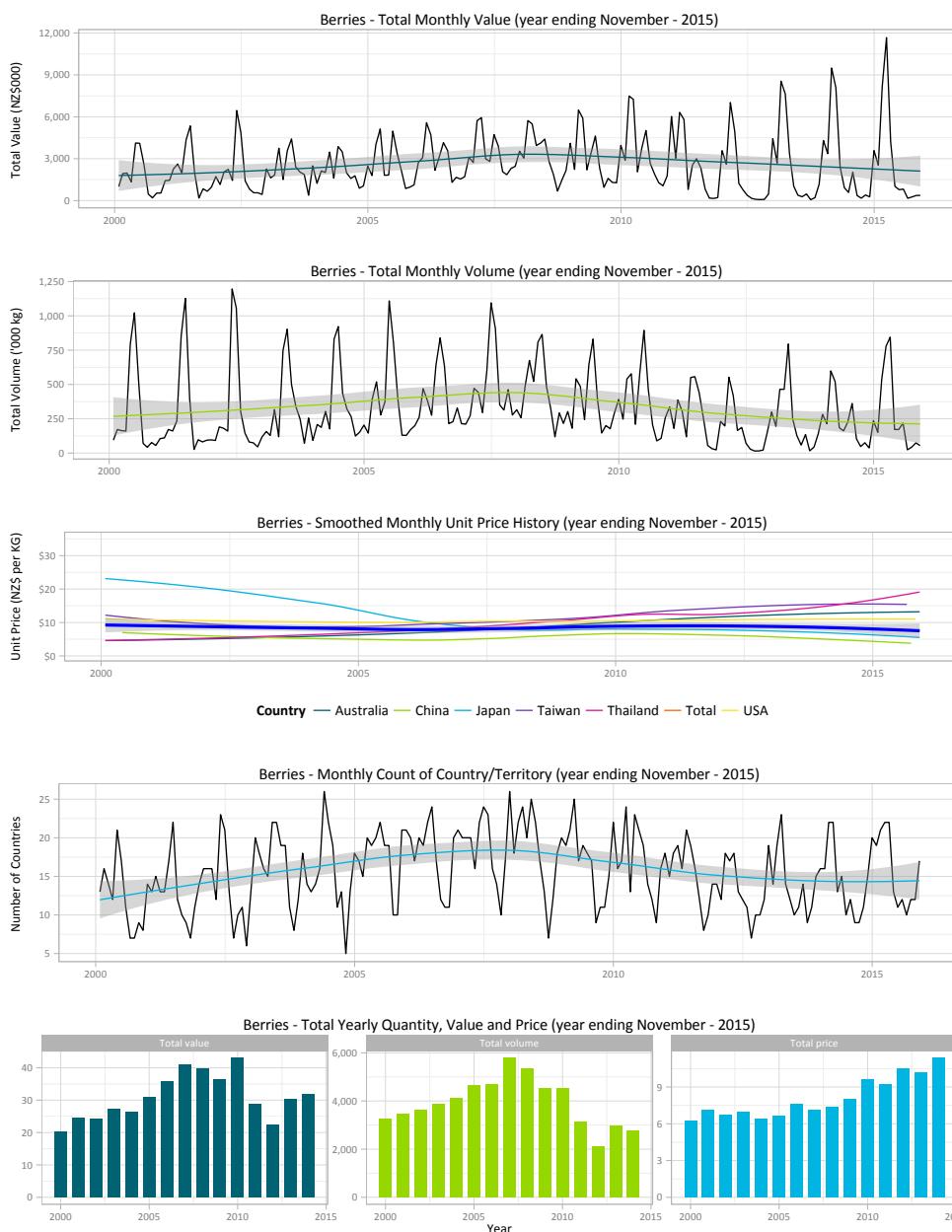
## Key Export Statistics<sup>1</sup>- Berries<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,137	22.0	\$19.3	3.6%	8.2%	4.4%	0.8
China	1,291	4.5	\$3.5	24.8%	43.5%	15%	1.7
USA	248	2.6	\$10.4	23.4%	24.6%	0.9%	25.3
Japan	383	1.5	\$3.8	23.6%	22.9%	-0.5%	-44.5
Thailand	41	0.7	\$16.1	6%	39.9%	32%	0.2
Taiwan	39	0.6	\$15.7	27.8%	54.2%	20.7%	1.3
Other	164	2.2	\$13.3	47.3%	34.7%	-8.5%	-5.5
Total	3,302	33.9	\$10.3	15.8%	15.1%	-0.7%	-23.9

Top 6 Berries Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Berries starting with: 081040, 081090, 081120.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

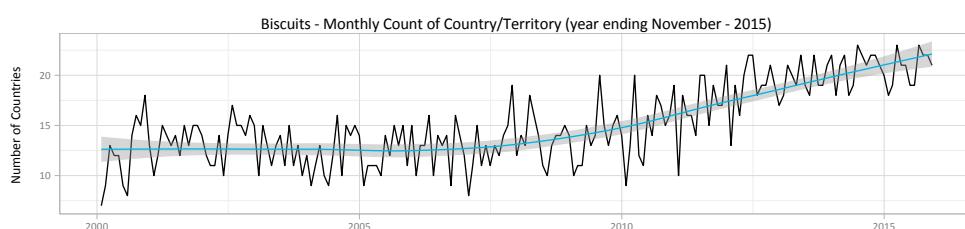
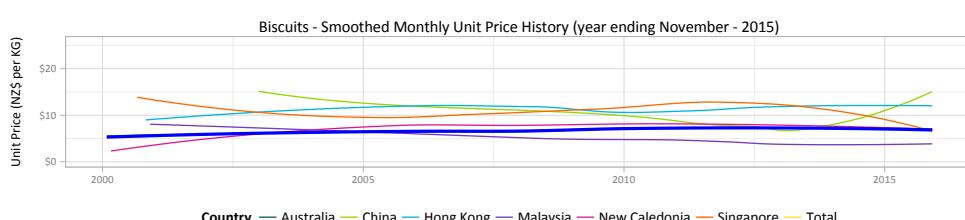
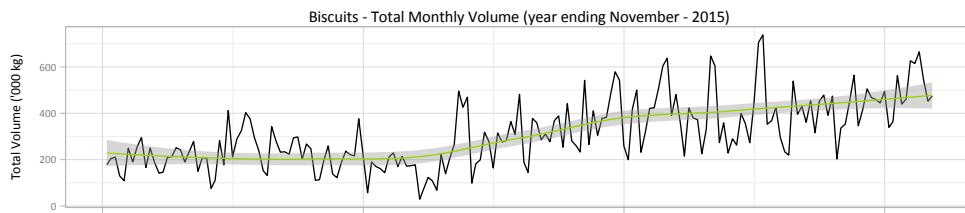
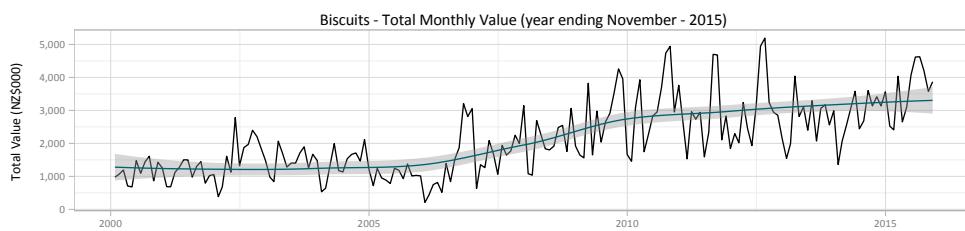
### Key Export Statistics<sup>1</sup>- Biscuits<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	5,024	35.3	\$7.0	5.6%	2.8%	-2.6%	-2.2
China	170	2.4	\$13.9	29.7%	65%	27.2%	1.1
Hong Kong	67	1.1	\$16.7	62%	81.9%	12.3%	5.1
Malaysia	230	0.8	\$3.7	8.1%	7.9%	-0.2%	-47.2
New Caledonia	109	0.8	\$7.4	14.9%	15.2%	0.2%	79.9
Singapore	106	0.5	\$4.9	114.1%	76.6%	-17.5%	-6.5
Other	334	2.3	\$6.8	5.4%	5.9%	0.5%	11.0
Total	6,040	43.2	\$7.2	7.1%	5.9%	-1.1%	-6.4

Top 6 Biscuits Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Biscuits starting with: 190530, 190531, 190590.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

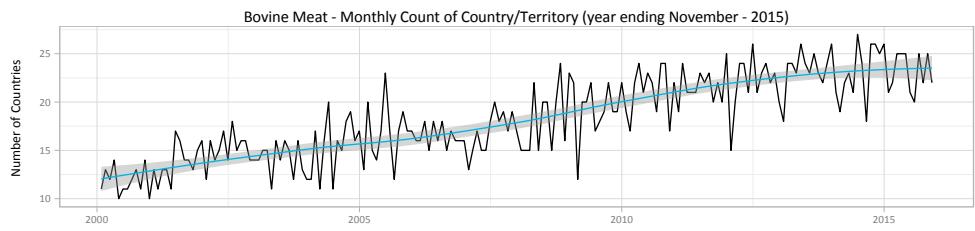
### Key Export Statistics<sup>1</sup>- Bovine Meat<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
USA	2,595	50.4	\$19.4	-9.3%	-5.8%	3.8%	-2.4
Australia	4,230	32.2	\$7.6	5.8%	2%	-3.6%	-1.6
Japan	905	7.7	\$8.5	-6.3%	-10.4%	-4.4%	1.4
Philippines	661	7.5	\$11.4	4.5%	14.4%	9.5%	0.5
South Korea	1,727	5.5	\$3.2	8.1%	11.8%	3.4%	2.4
Tonga	347	3.2	\$9.3	-2.6%	-0.3%	2.3%	-1.1
Other	2,523	25.2	\$10.0	3.6%	7.2%	3.5%	1.0
Total	12,987	131.7	\$10.1	0.7%	-0.6%	-1.2%	-0.5

Top 6 Bovine Meat Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Bovine Meat starting with: 160250.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

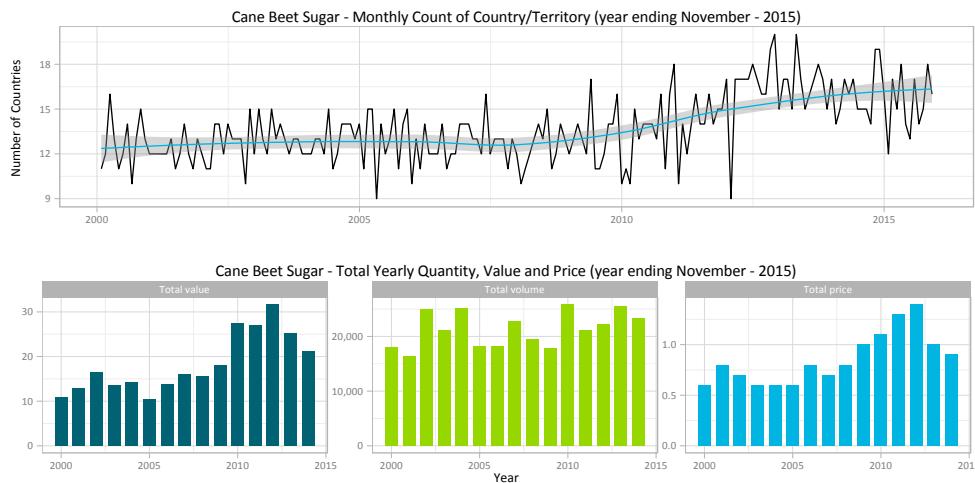
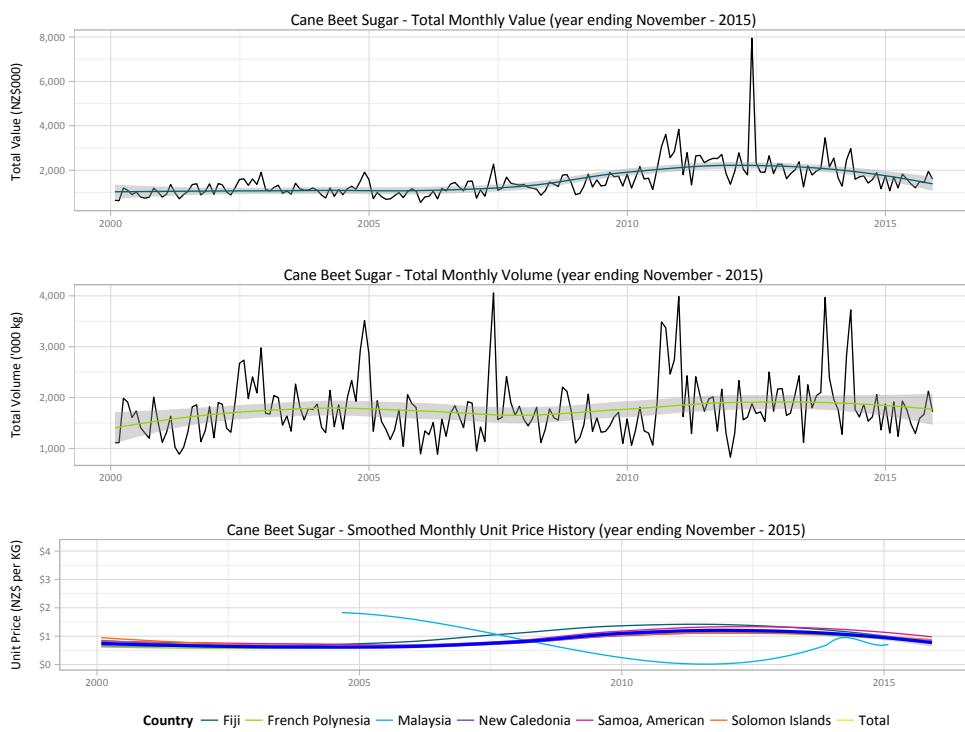
## Key Export Statistics<sup>1</sup>- Cane Beet Sugar<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
French Polynesia	6,059	5.2	\$0.9	1.2%	-24%	-25%	0.0
Solomon Islands	4,560	4.3	\$0.9	9.4%	-3.4%	-11.7%	-0.8
New Caledonia	3,308	3.1	\$0.9	-17.8%	-25.2%	-8.9%	2.0
Fiji	2,453	2.1	\$0.8	70.1%	47%	-13.6%	-5.2
Samoa, American	981	1.0	\$1.1	-6.1%	-13.1%	-7.4%	0.8
Malaysia	666	0.5	\$0.7	-49.7%	-55.5%	-11.6%	4.3
Other	1,873	2.0	\$1.1	-56.1%	-60.2%	-9.2%	6.1
Total	19,901	18.2	\$0.9	50.5%	15.1%	-23.5%	-2.1

Top 6 Cane Beet Sugar Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Cane Beet Sugar starting with: 170199.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

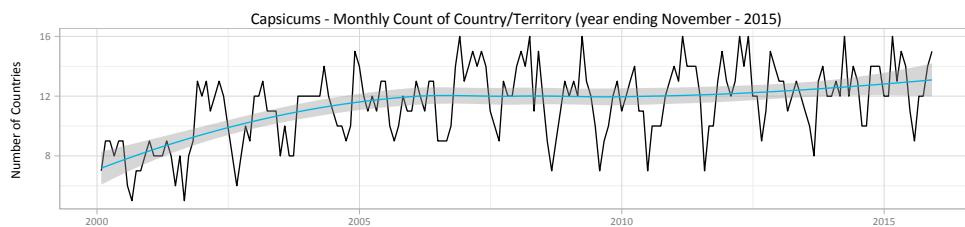
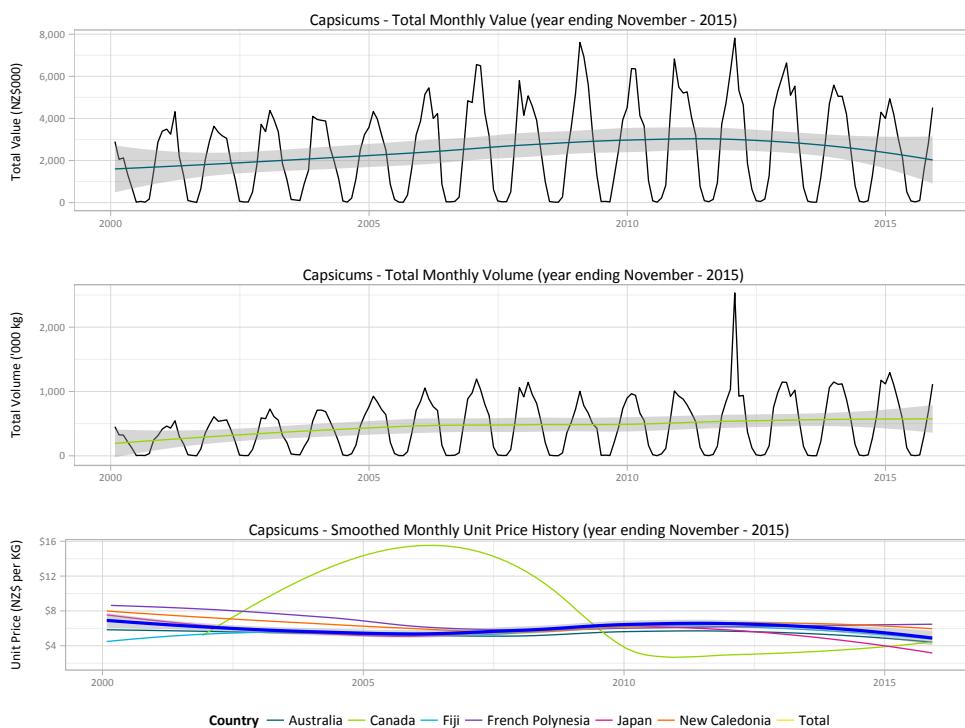
## Key Export Statistics<sup>1</sup>- Capsicums<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	5,281	19.6	\$3.7	-5%	-10.4%	-5.7%	0.9
Australia	1,720	7.3	\$4.3	1.2%	-8.1%	-9.2%	-0.1
Fiji	67	0.3	\$4.7	8.2%	4.9%	-3%	-2.7
French Polynesia	39	0.2	\$5.7	11.2%	8.4%	-2.5%	-4.5
New Caledonia	42	0.2	\$5.2	4.4%	-1%	-5.1%	-0.9
Canada	36	0.2	\$4.4	19.5%	-6.2%	-21.5%	-0.9
Other	28	0.2	\$6.7	-84.8%	-82.9%	12.3%	-6.9
Total	7,213	28.0	\$3.9	5.4%	0.9%	-4.2%	-1.3

Top 6 Capsicums Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Capsicums starting with: 070960.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

## Key Export Statistics<sup>1</sup>- Cherries<sup>2</sup>

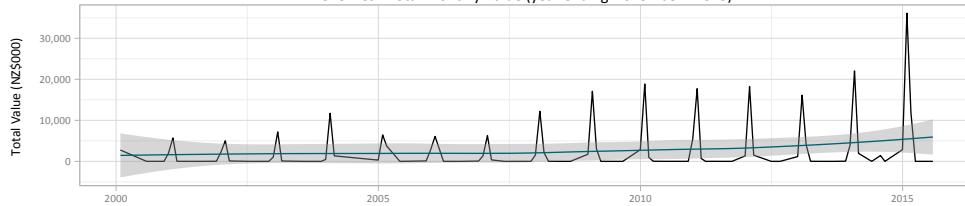
Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

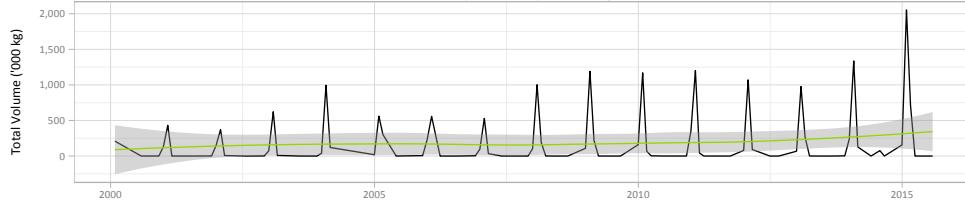
Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Taiwan	1,163	20.3	\$17.5	24.1%	28.7%	3.7%	6.5
China	578	11.1	\$19.2	355.2%	247.2%	-23.7%	-15.0
Thailand	350	5.7	\$16.2	21.5%	16.8%	-3.9%	-5.5
Vietnam	242	4.0	\$16.7	142.7%	115.9%	-11%	-12.9
Singapore	160	2.6	\$16.1	31.8%	26.9%	-3.7%	-8.7
South Korea	140	2.1	\$14.7	10.7%	6.7%	-3.6%	-2.9
Other	289	5.1	\$17.7	8%	7%	-0.9%	-8.9
Total	2,922	50.9	\$17.4	33.5%	34.5%	0.8%	42.6

Top 6 Cherries Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.

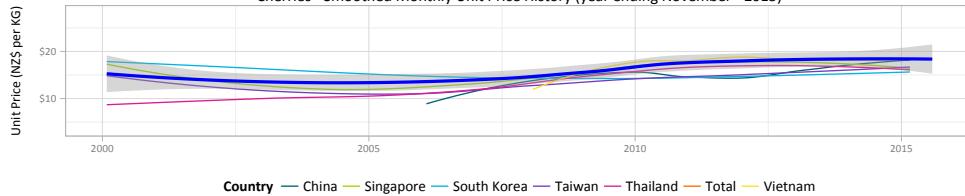
Cherries - Total Monthly Value (year ending November - 2015)



Cherries - Total Monthly Volume (year ending November - 2015)

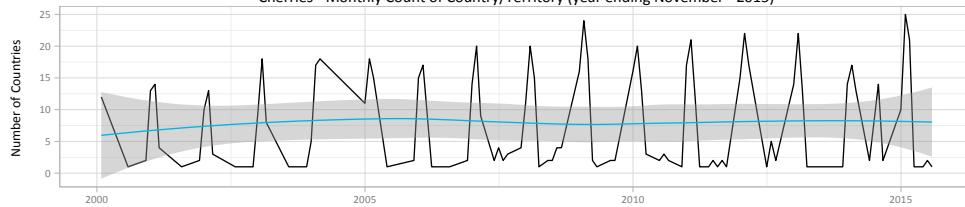


Cherries - Smoothed Monthly Unit Price History (year ending November - 2015)



Country — China — Singapore — South Korea — Taiwan — Thailand — Total — Vietnam

Cherries - Monthly Count of Country/Territory (year ending November - 2015)



Cherries - Total Yearly Quantity, Value and Price (year ending November - 2015)



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Cherries starting with: 080920, 080921, 080929.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT

HĪKINA WHAKATUTUKI

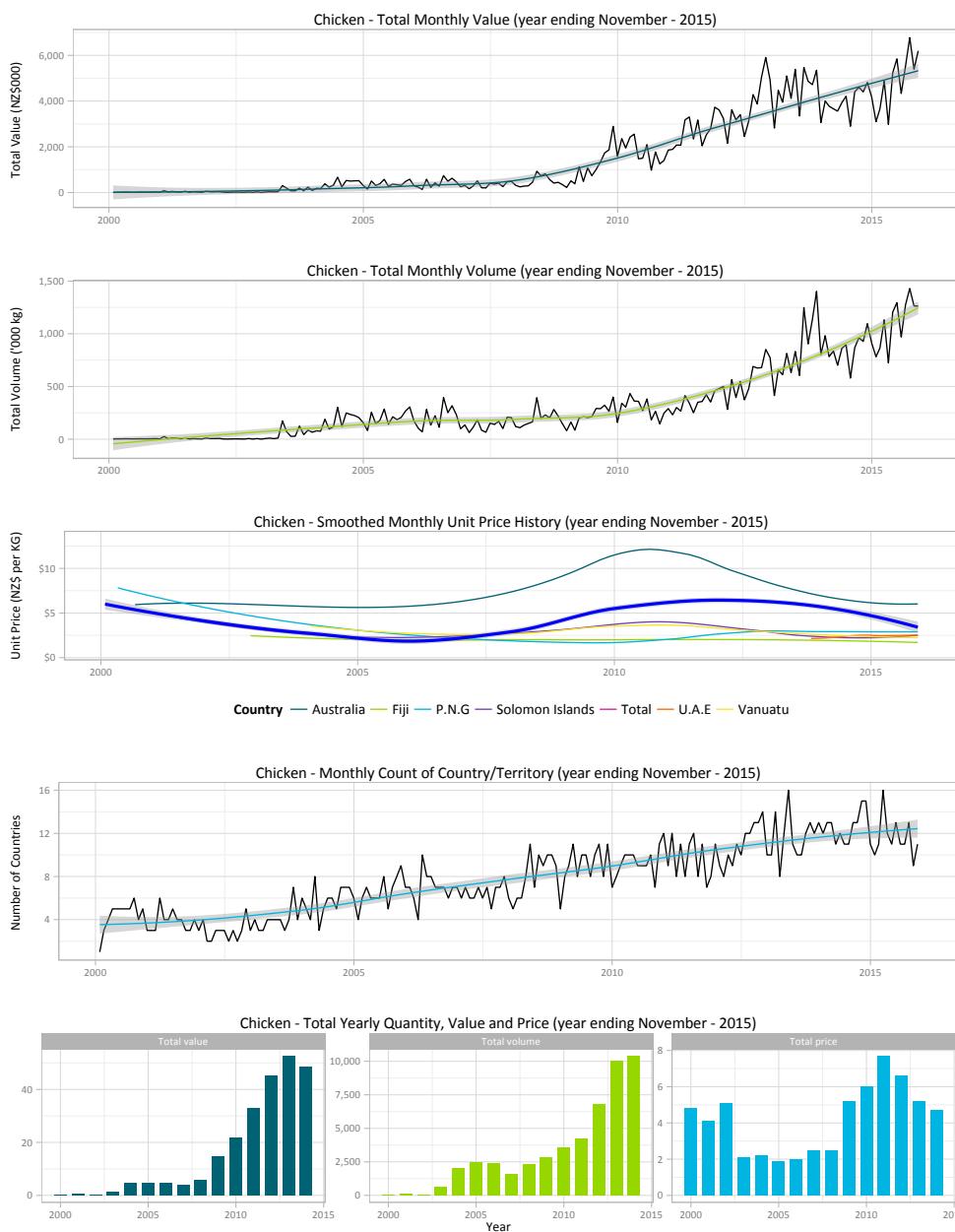
### Key Export Statistics<sup>1</sup>- Chicken<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	6,874	41.7	\$6.1	16.6%	2.2%	-12.3%	-1.3
P.N.G	2,559	7.9	\$3.1	87.9%	93.2%	2.8%	30.9
Vanuatu	1,146	2.7	\$2.4	117.9%	103.7%	-6.5%	-18.1
Fiji	1,240	2.3	\$1.8	-2.6%	-8.2%	-5.8%	0.5
Solomon Islands	555	1.3	\$2.4	91.2%	93.5%	1.2%	77.5
U.A.E	262	0.6	\$2.5	-22%	-27.4%	-6.9%	3.2
Other	478	1.5	\$3.2	-58.8%	-67.7%	-21.6%	2.7
Total	13,114	58.1	\$4.4	44.6%	14.2%	-21%	-2.1

Top 6 Chicken Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Chicken starting with: 020714.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

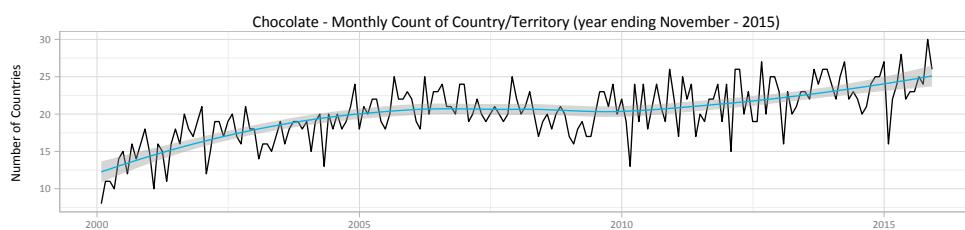
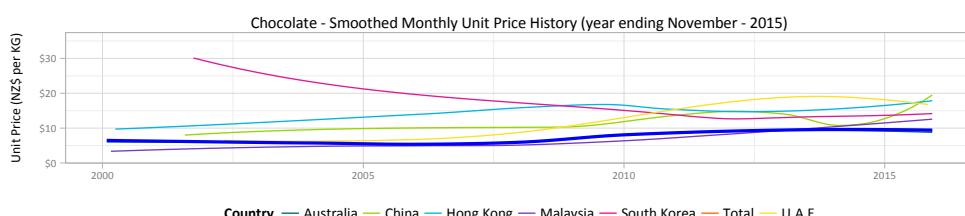
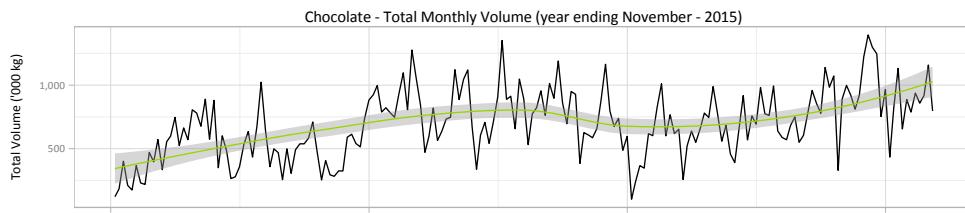
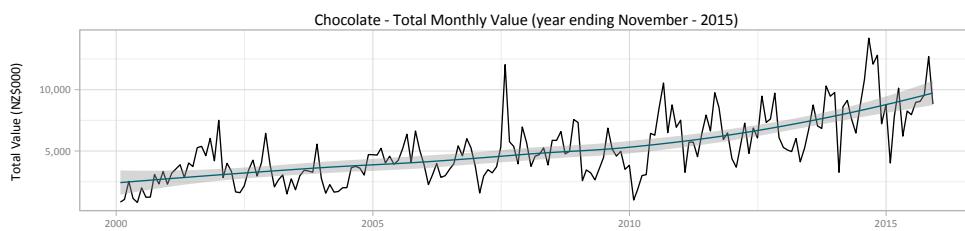
### Key Export Statistics<sup>1</sup>- Chocolate<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	9,197	86.6	\$9.4	4.9%	6.7%	1.7%	3.0
China	237	3.4	\$14.1	107.6%	117.3%	4.7%	22.9
Malaysia	227	3.0	\$13.3	13.9%	23.8%	8.6%	1.6
U.A.E	58	1.1	\$19.2	346.8%	234.7%	-25.1%	-13.8
Hong Kong	54	0.9	\$16.8	32%	43.7%	8.9%	3.6
South Korea	65	0.9	\$13.9	11.5%	16.4%	4.5%	2.6
Other	513	6.4	\$12.5	1%	5.6%	4.6%	0.2
Total	10,350	102.3	\$9.9	5.9%	8.7%	2.6%	2.2

Top 6 Chocolate Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Chocolate starting with: 180631, 180632, 180690.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

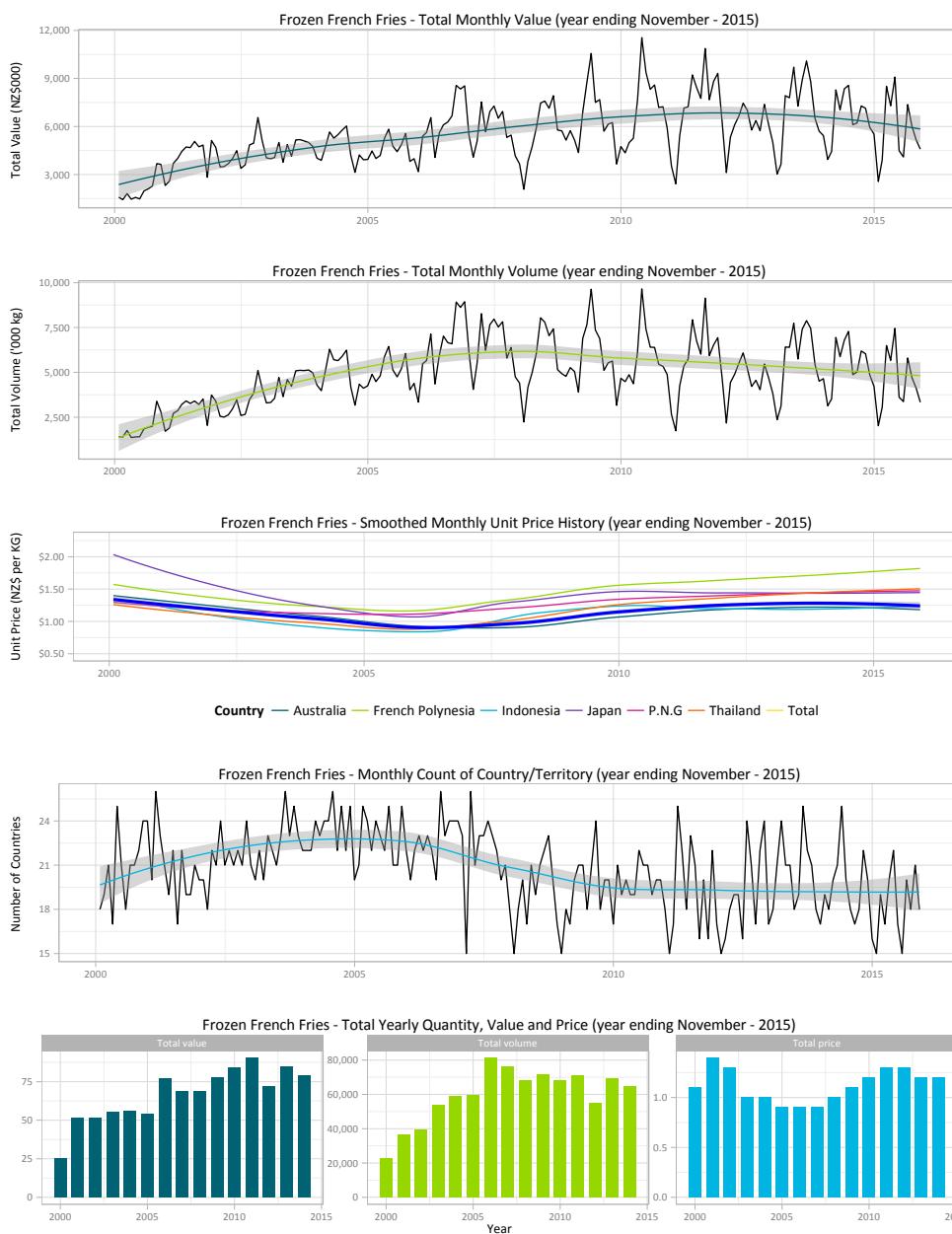
## Key Export Statistics<sup>1</sup>- Frozen French Fries<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	42,774	51.4	\$1.2	3.2%	2.3%	-0.9%	-3.7
Japan	3,302	5.2	\$1.6	-3.3%	0.5%	4%	-0.8
Thailand	1,974	3.2	\$1.6	-25.5%	-24.9%	0.8%	-31.1
French Polynesia	1,341	2.5	\$1.9	-9.5%	-6.6%	3.2%	-3.0
P.N.G	834	1.3	\$1.5	-26.8%	-26.3%	0.7%	-38.7
Indonesia	902	1.2	\$1.3	14.7%	22.6%	6.9%	2.1
Other	2,745	3.9	\$1.4	-5.7%	-5.1%	0.7%	-8.5
Total	53,871	68.6	\$1.3	-0.8%	-1.6%	-0.9%	0.9

Top 6 Frozen French Fries Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Frozen French Fries starting with: 200410.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

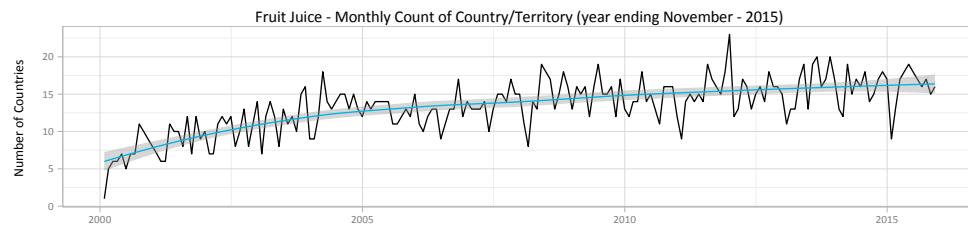
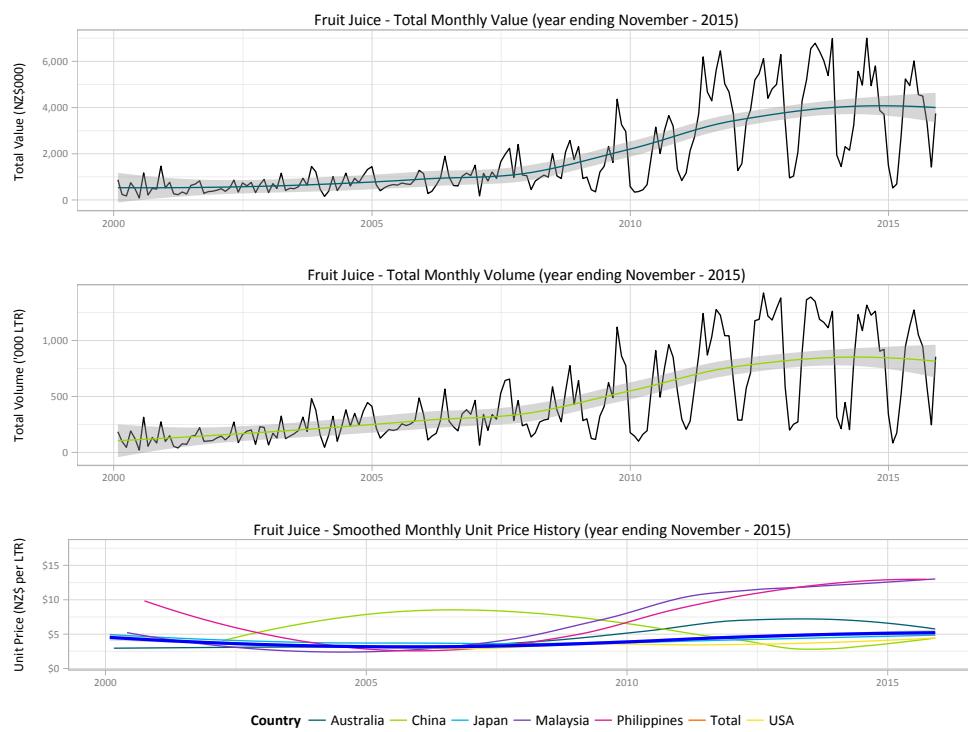
## Key Export Statistics<sup>1</sup>- Fruit Juice<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	5,216	23.1	\$4.4	-14.4%	-9%	6.3%	-2.3
USA	1,475	5.5	\$3.7	8%	17.9%	9.2%	0.9
Malaysia	377	5.0	\$13.3	-23.5%	-19.5%	5.1%	-4.6
Australia	275	1.3	\$4.8	-11.9%	-27.2%	-17.3%	0.7
China	236	0.9	\$3.8	52.2%	47.4%	-3.2%	-16.4
Philippines	52	0.8	\$15.1	-11.6%	-5.1%	7.3%	-1.6
Other	515	2.6	\$5.0	4.7%	1.4%	-3.2%	-1.5
Total	8,146	39.3	\$4.8	-10.4%	-8.2%	2.4%	-4.4

Top 6 Fruit Juice Markets for year ending November - 2015: Quantity ('000 LTR), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Fruit Juice starting with: 200980, 200981, 200989.



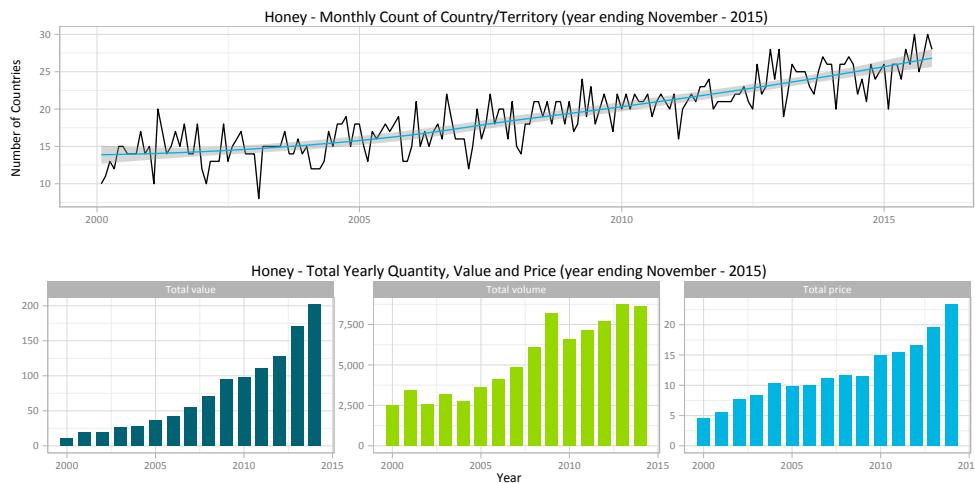
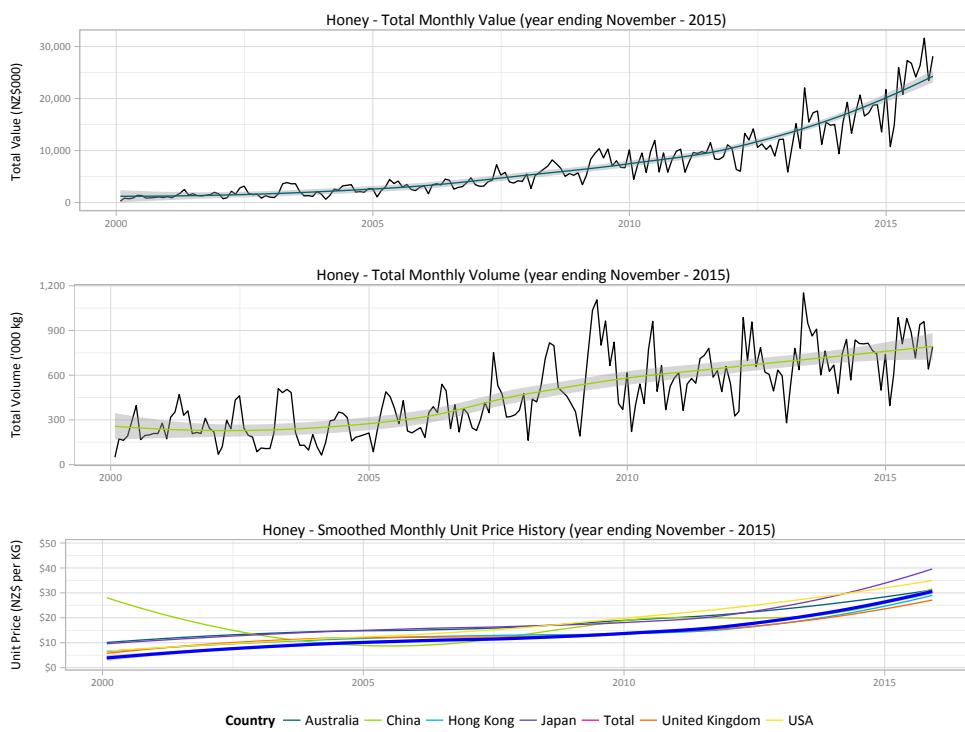
## Key Export Statistics<sup>1</sup>- Honey<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,452	46.9	\$32.3	36%	50.8%	10.8%	3.3
United Kingdom	2,040	46.8	\$22.9	2.5%	19.6%	16.6%	0.2
China	1,476	43.9	\$29.7	41.6%	67.2%	18.1%	2.3
Hong Kong	1,211	35.2	\$29.0	0.7%	27.2%	26.4%	0.0
USA	730	25.1	\$34.4	25.4%	43.3%	14.2%	1.8
Japan	595	22.7	\$38.1	-2.5%	25.3%	28.5%	-0.1
Other	1,959	61.4	\$31.3	-8.2%	14.6%	24.9%	-0.3
Total	9,463	281.9	\$29.8	7%	30%	21.5%	0.3

Top 6 Honey Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Honey starting with: 040900.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

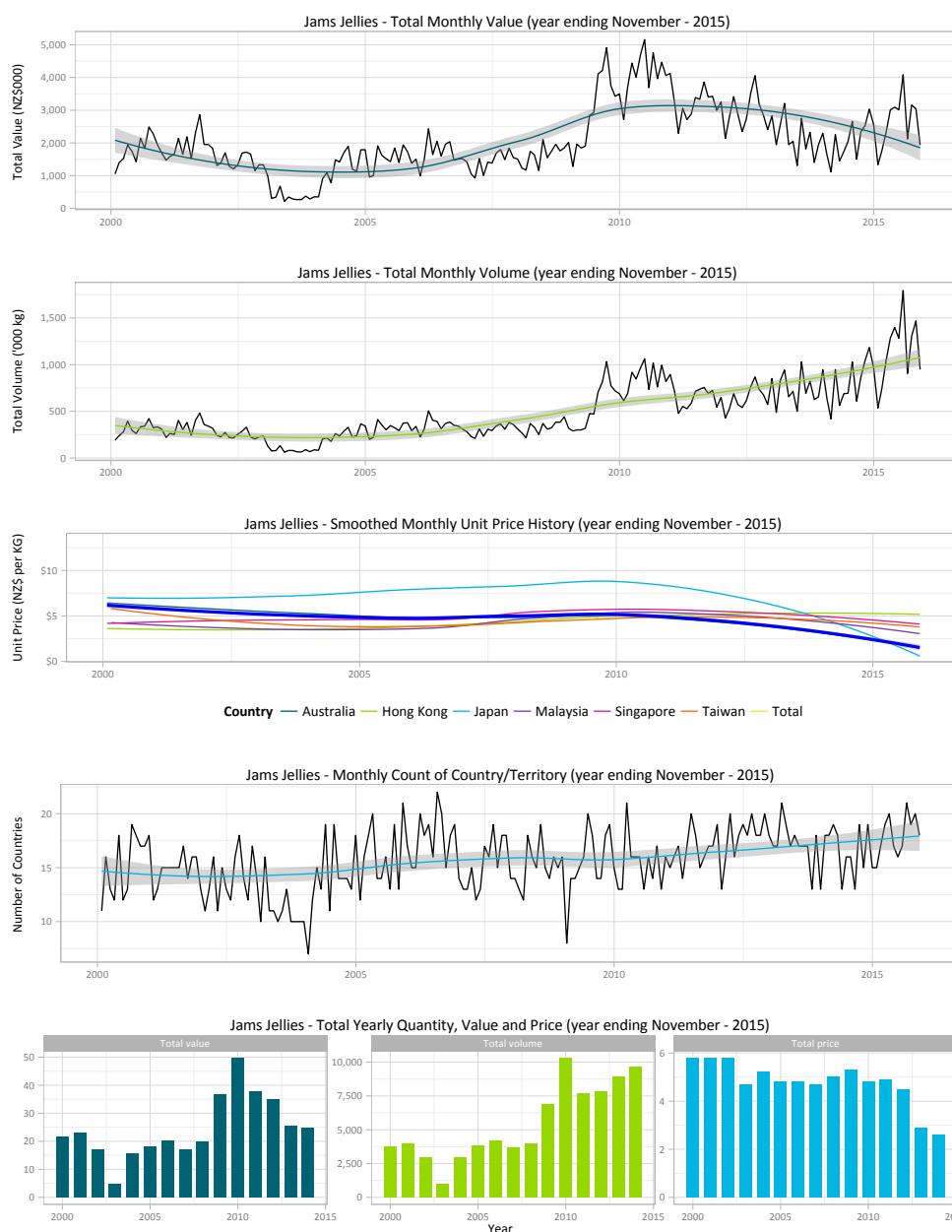
### Key Export Statistics<sup>1</sup>- Jams Jellies<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	12,319	27.6	\$2.2	22.4%	-1.5%	-19.6%	-1.1
Malaysia	162	0.6	\$3.4	-10.6%	-19.4%	-9.9%	1.1
Hong Kong	108	0.5	\$5.0	11.7%	7.3%	-3.9%	-3.0
Japan	224	0.5	\$2.1	60.8%	17.7%	-26.8%	-2.3
Taiwan	104	0.4	\$3.5	-2.4%	-12.9%	-10.8%	0.2
Singapore	107	0.3	\$3.1	26.1%	6.4%	-15.6%	-1.7
Other	659	1.6	\$2.4	3.1%	-24.2%	-26.4%	-0.1
Total	13,683	31.4	\$2.3	20.4%	-3.6%	-20%	-1.0

Top 6 Jams Jellies Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Jams Jellies starting with: 200791, 200799.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT

HĪKINA WHAKATUTUKI

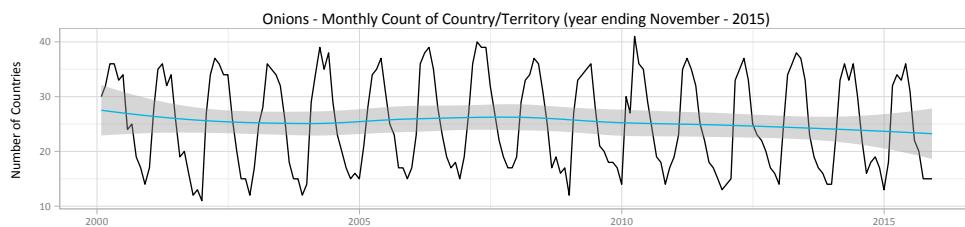
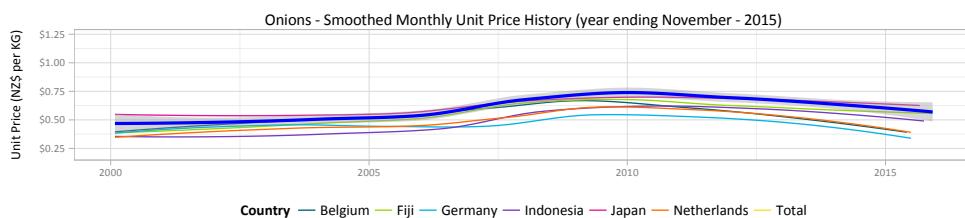
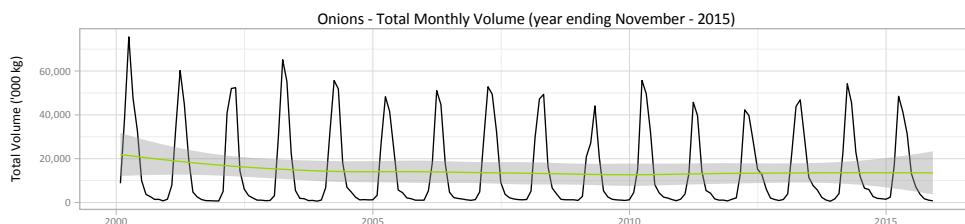
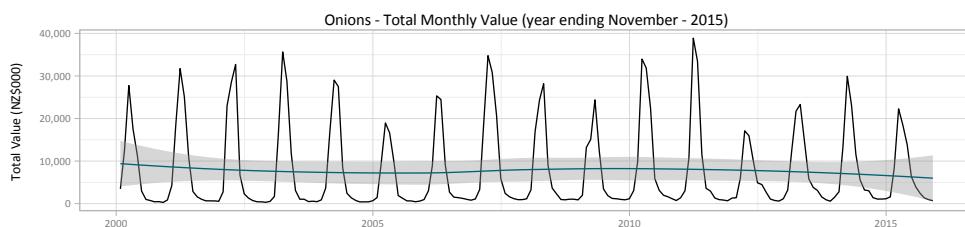
### Key Export Statistics<sup>1</sup>- Onions<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Netherlands	31,492	13.9	\$0.4	7.8%	9.7%	1.7%	4.5
Indonesia	21,307	10.2	\$0.5	10%	22.5%	11.4%	0.9
Japan	18,340	9.3	\$0.5	-9.9%	-6.7%	3.6%	-2.8
Germany	15,764	6.4	\$0.4	13%	24.3%	10%	1.3
Belgium	14,348	6.2	\$0.4	1.2%	6.1%	4.8%	0.2
Fiji	8,675	5.2	\$0.6	3.6%	16.8%	12.7%	0.3
Other	59,838	30.2	\$0.5	-3.2%	4.1%	7.6%	-0.4
Total	169,765	81.5	\$0.5	1%	7.2%	6.1%	0.2

Top 6 Onions Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Onions starting with: 070310.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

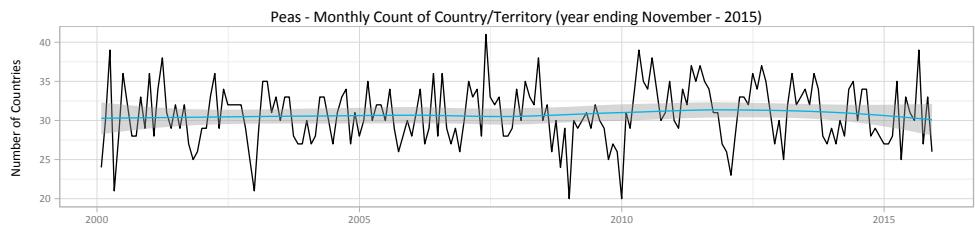
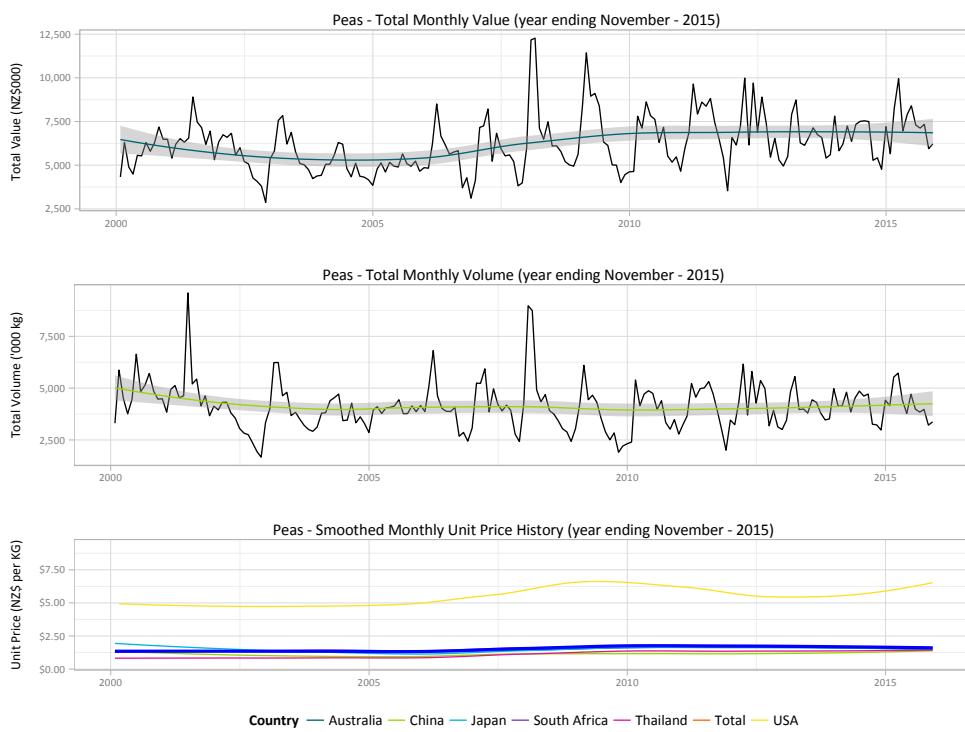
### Key Export Statistics<sup>1</sup>- Peas<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	21,216	32.9	\$1.5	-0.5%	-3.3%	-2.8%	0.2
USA	2,059	9.4	\$4.6	-10.5%	-0.3%	11.4%	-0.9
China	5,909	7.9	\$1.3	7.5%	10.9%	3.2%	2.4
Japan	3,817	6.3	\$1.7	-3.2%	-1.7%	1.6%	-2.0
South Africa	3,464	4.3	\$1.2	36.9%	25.9%	-8%	-4.6
Thailand	2,665	4.1	\$1.5	2.1%	13.2%	10.8%	0.2
Other	12,002	23.4	\$1.9	-4.8%	3%	8.2%	-0.6
Total	51,131	88.2	\$1.7	0%	1.4%	1.4%	0.0

Top 6 Peas Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Peas starting with: 071021, 071310.



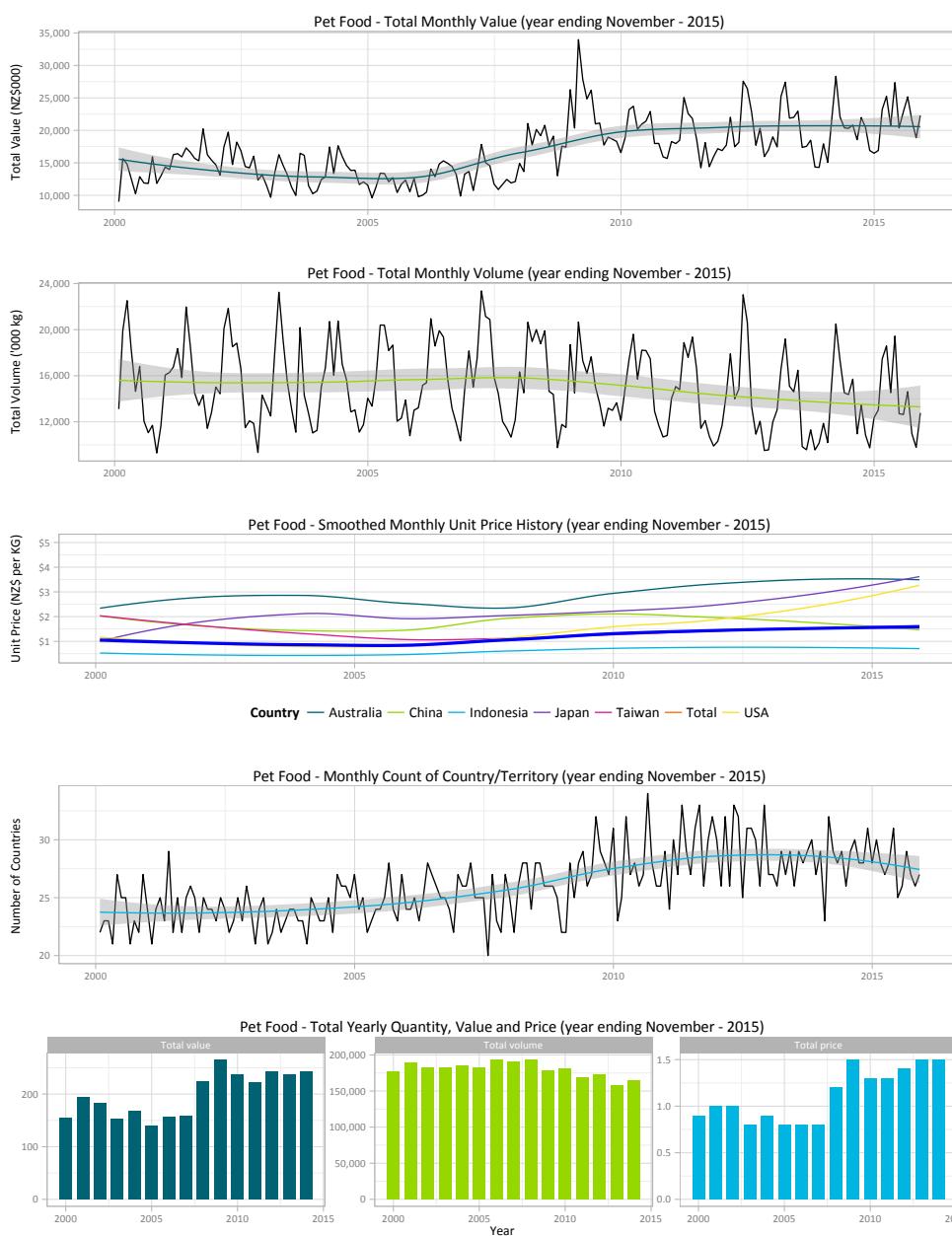
## Key Export Statistics<sup>1</sup>- Pet Food<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	13,358	50.5	\$3.8	2.1%	0.2%	-1.9%	-1.1
China	31,952	48.1	\$1.5	32.1%	27.9%	-3.2%	-10.0
Indonesia	62,337	43.9	\$0.7	-5%	-7%	-2%	2.5
USA	12,032	36.0	\$3.0	-22.2%	-6.5%	20.2%	-1.1
Taiwan	10,310	16.1	\$1.6	6.1%	10.2%	3.9%	1.6
Japan	4,418	15.1	\$3.4	-13.8%	-3.1%	12.4%	-1.1
Other	34,483	51.3	\$1.5	2.6%	7.1%	4.4%	0.6
Total	168,890	261.0	\$1.5	-0.7%	2.5%	3.2%	-0.2

Top 6 Pet Food Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Pet Food starting with: 230110, 230120, 230910.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

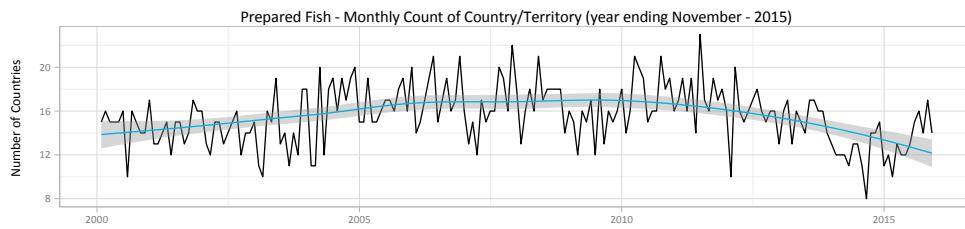
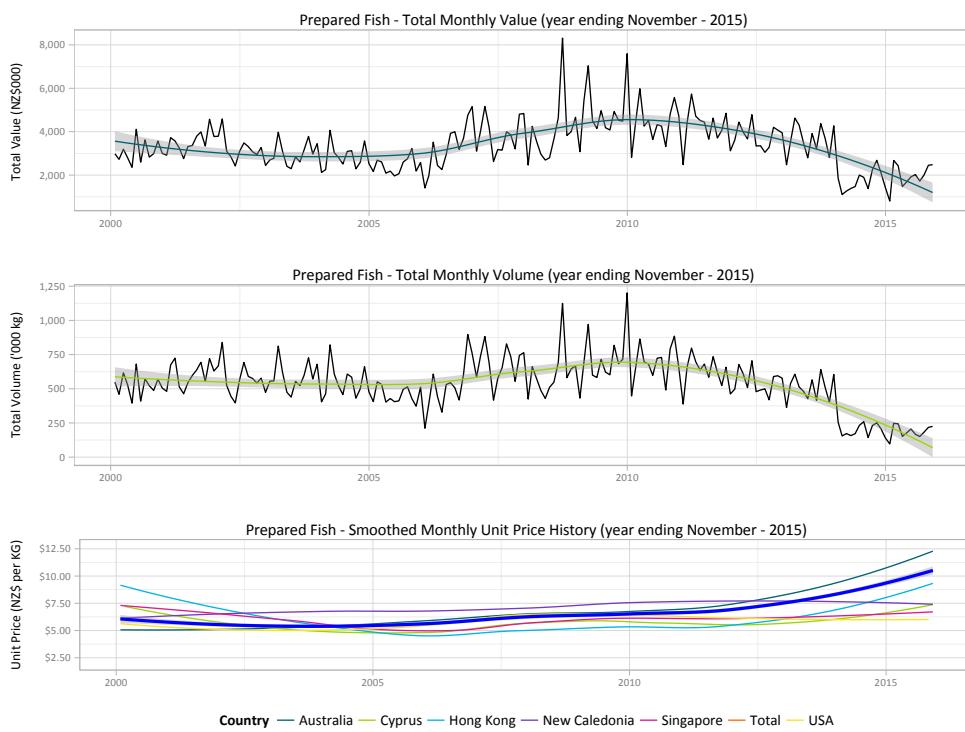
### Key Export Statistics<sup>1</sup>- Prepared Fish<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,084	13.2	\$12.2	-38.3%	-27.2%	18%	-2.1
Hong Kong	517	5.7	\$11.0	2.6%	29.2%	25.9%	0.1
USA	282	1.8	\$6.5	-21.1%	-16.8%	5.5%	-3.8
Cyprus	193	1.3	\$6.8	2.6%	12.3%	9.5%	0.3
New Caledonia	69	0.5	\$7.6	-14.6%	-15.7%	-1.3%	11.1
Singapore	12	0.1	\$10.7	-39.1%	-22.2%	27.8%	-1.4
Other	49	0.4	\$7.9	-57.6%	-52.6%	11.7%	-4.9
Total	2,206	23.1	\$10.5	-30.8%	-20.4%	15%	-2.0

Top 6 Prepared Fish Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Prepared Fish starting with: 160419, 160420.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

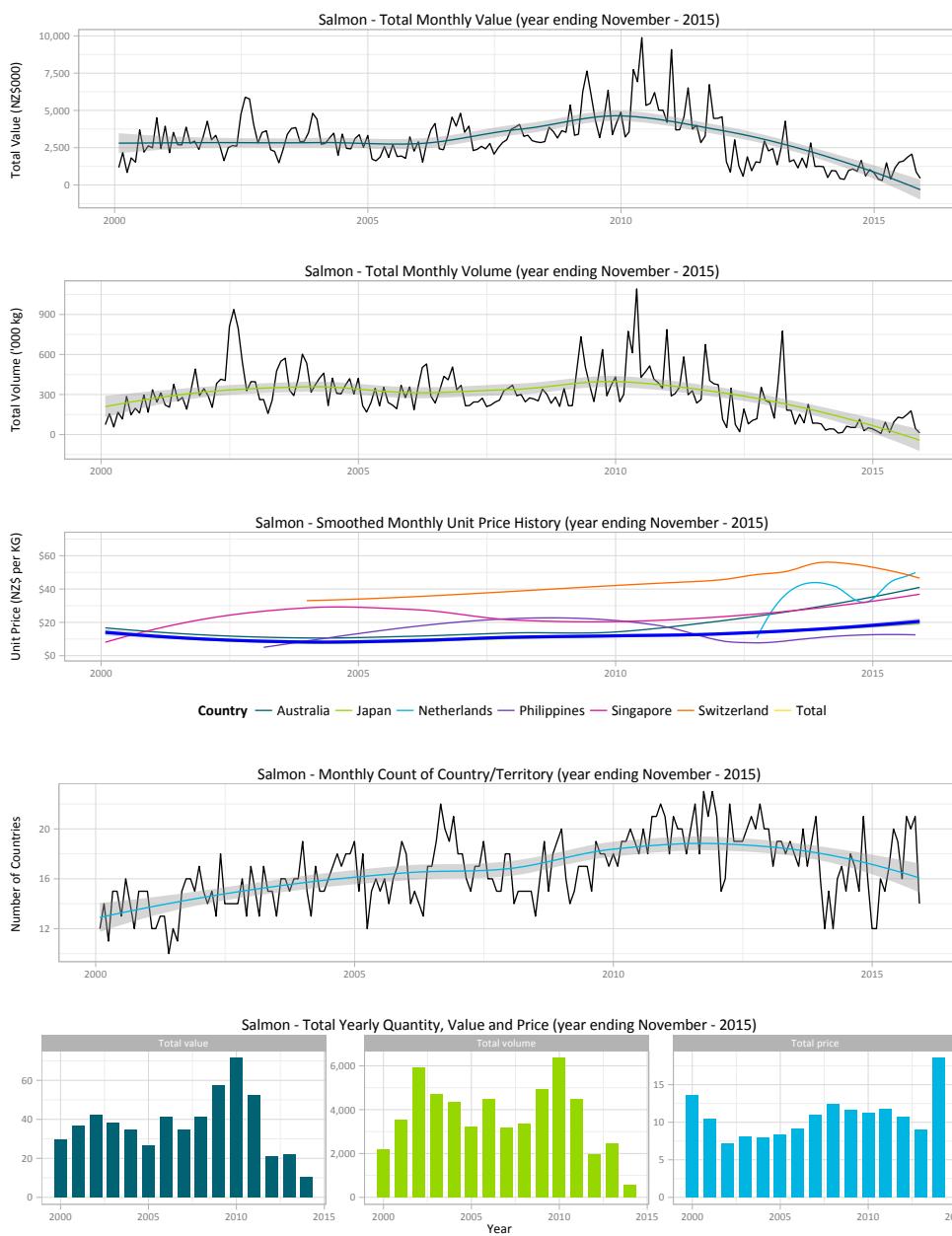
### Key Export Statistics<sup>1</sup>- Salmon<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	674	7.2	\$10.6	-19.2%	-12.9%	7.9%	-2.4
Australia	60	1.9	\$32.2	-16.4%	-6.4%	11.9%	-1.4
Philippines	55	0.6	\$11.2	-11.7%	0.2%	13.5%	-0.9
Singapore	30	0.5	\$17.8	-7.1%	13.6%	22.4%	-0.3
Switzerland	11	0.5	\$45.9	7%	4.6%	-2.2%	-3.1
Netherlands	9	0.4	\$47.7	27.3%	102.6%	59.2%	0.5
Other	79	1.8	\$22.3	-43.8%	-34.4%	16.7%	-2.6
Total	918	12.9	\$14.1	-22.3%	-14.8%	9.7%	-2.3

Top 6 Salmon Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Salmon starting with: 030212, 030214, 030219, 030310, 030311, 030312, 030313, 030319, 030329, 030541.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

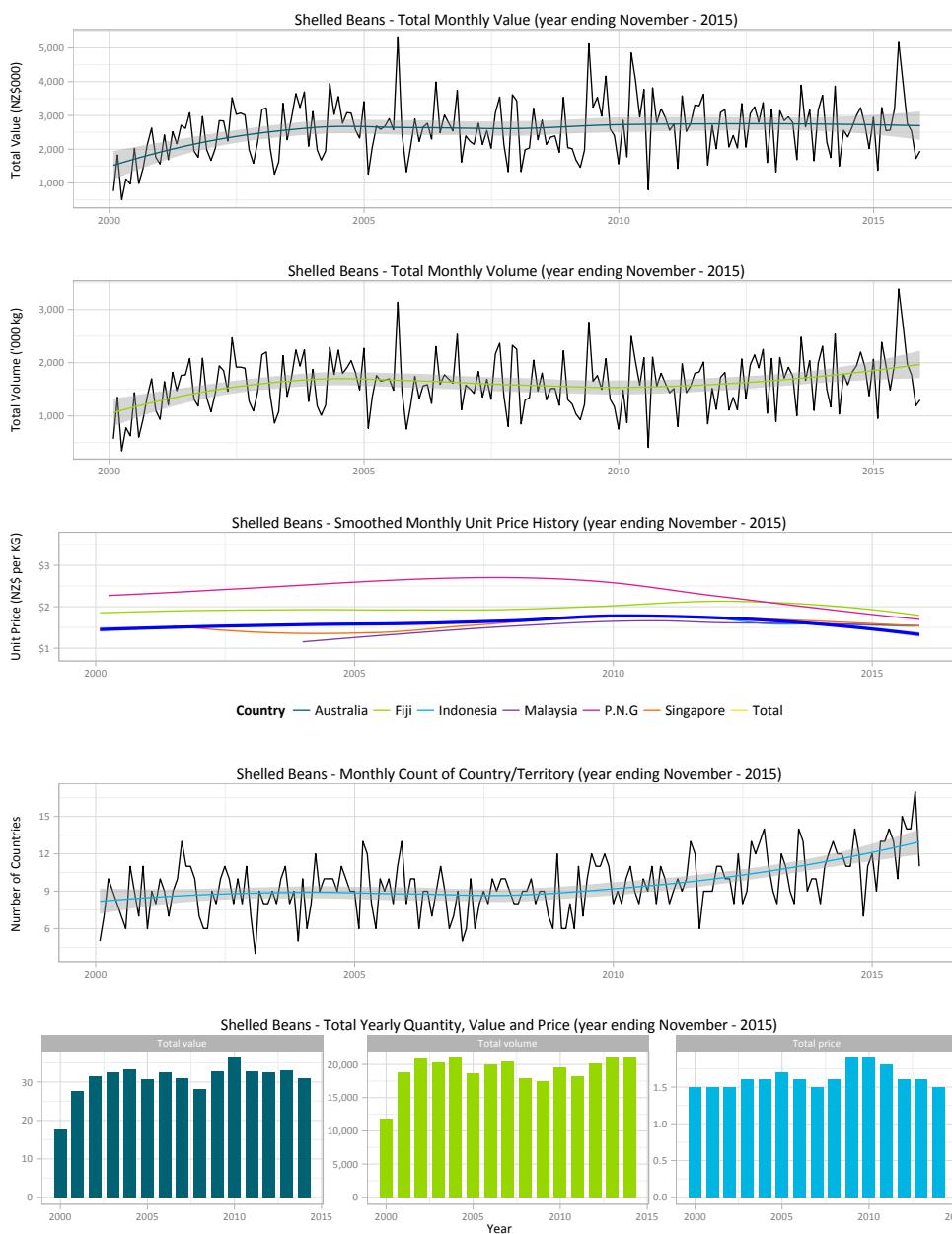
## Key Export Statistics<sup>1</sup>- Shelled Beans<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	22,102	32.2	\$1.5	4.5%	1.3%	-3%	-1.5
Singapore	343	0.5	\$1.6	2%	0.3%	-1.7%	-1.2
Fiji	184	0.3	\$1.6	14%	14.1%	0.1%	114.3
P.N.G	153	0.3	\$1.7	53.4%	47.1%	-4.1%	-13.0
Malaysia	126	0.2	\$1.5	-0.3%	-1.8%	-1.5%	0.2
Indonesia	73	0.1	\$1.5	-6.4%	-8.4%	-2.2%	2.9
Other	158	0.4	\$2.3	13.3%	11.3%	-1.7%	-7.8
Total	23,138	34.0	\$1.5	4.7%	1.6%	-2.9%	-1.6

Top 6 Shelled Beans Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Shelled Beans starting with: 200551.



## MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT HĪKINA WHAKATUTUKI

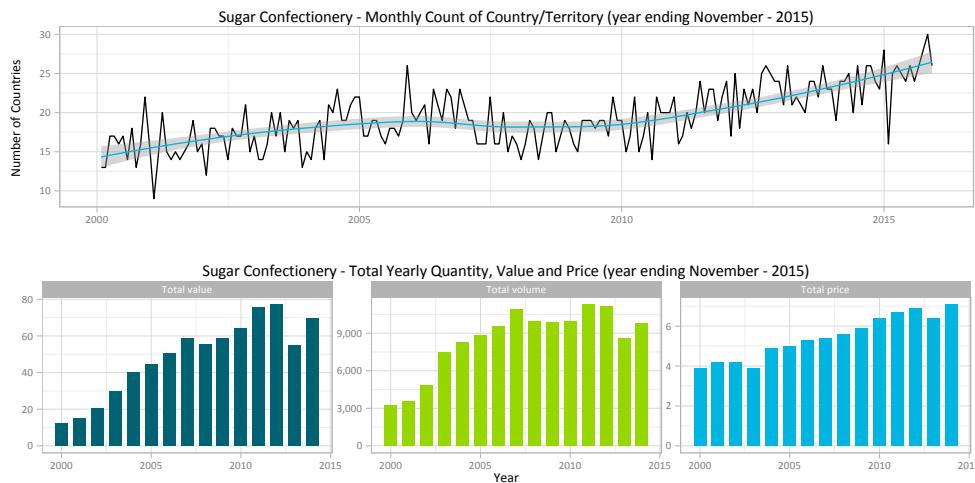
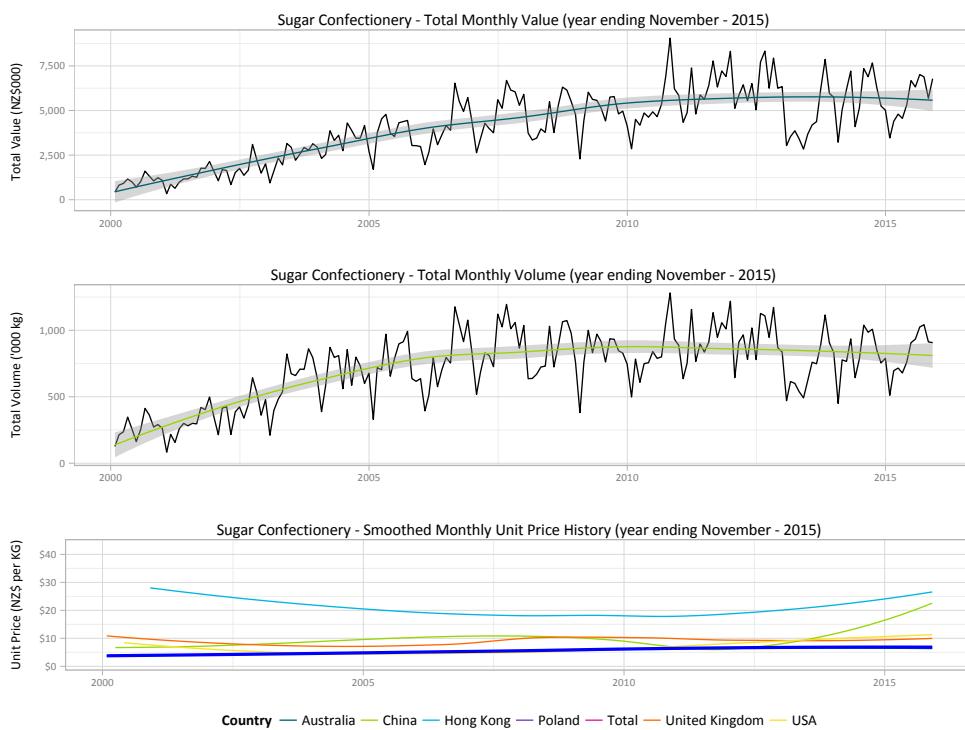
### Key Export Statistics<sup>1</sup>- Sugar Confectionery<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	8,887	56.7	\$6.4	-4.9%	-7.2%	-2.4%	2.0
USA	335	2.6	\$7.8	21.2%	26.8%	4.6%	4.6
United Kingdom	198	1.6	\$8.1	-4.8%	4.2%	9.4%	-0.5
Hong Kong	53	1.3	\$24.9	-8.1%	4.8%	14%	-0.6
Poland	5	0.8	\$166.0	-17.4%	144.9%	196.6%	-0.1
China	16	0.6	\$41.8	-63.7%	-35.2%	78.2%	-0.8
Other	386	3.2	\$8.2	-67.4%	-65.6%	5.6%	-11.9
Total	9,878	66.9	\$6.8	-1.5%	-2%	-0.5%	3.2

Top 6 Sugar Confectionery Markets for year ending November - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Sugar Confectionery starting with: 170490.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

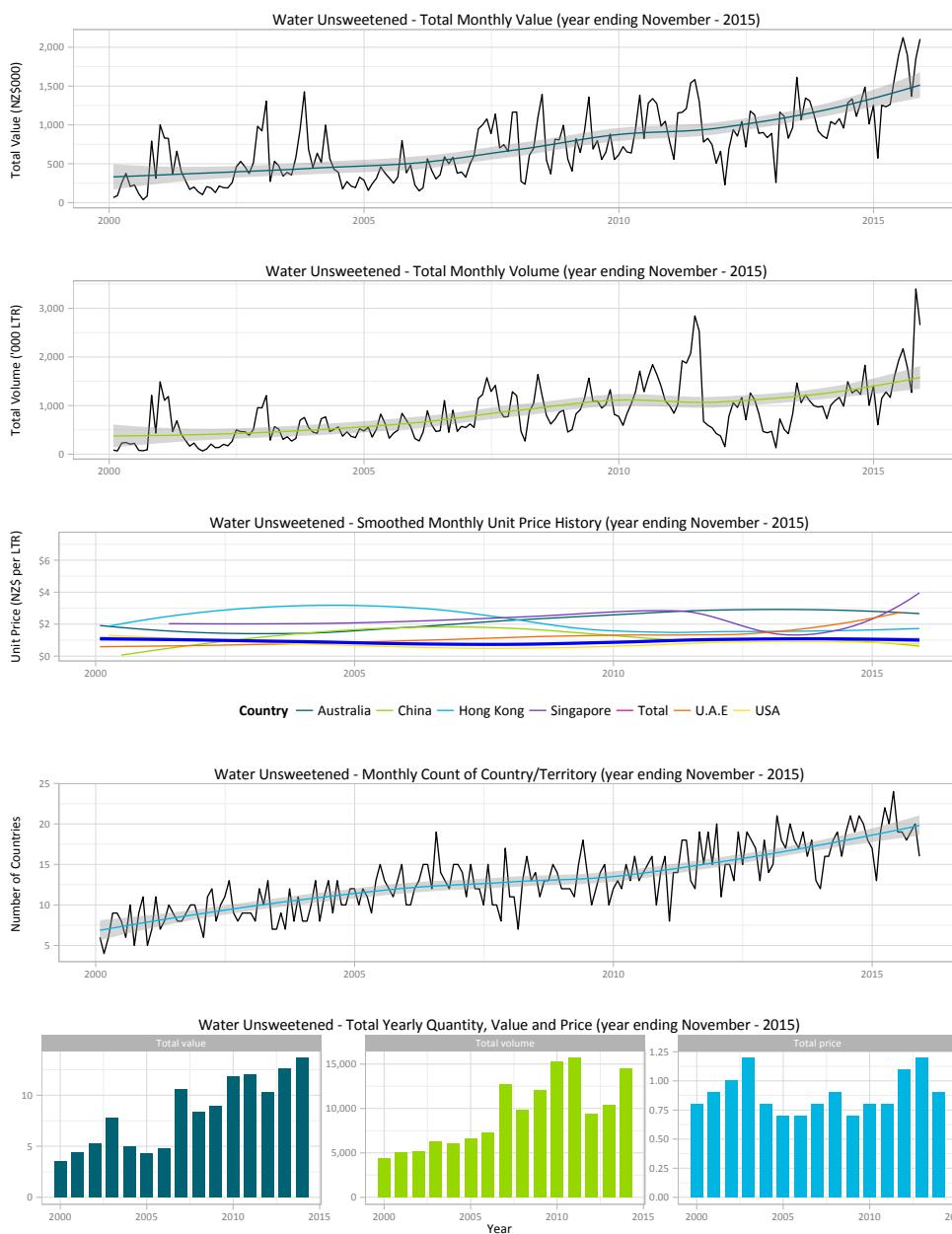
## Key Export Statistics<sup>1</sup>- Water Unsweetened<sup>2</sup>

Published on April 15, 2016.

Monthly data from January 2000 to November 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
USA	9,330	7.2	\$0.8	17%	16.8%	-0.2%	-95.0
China	7,361	4.4	\$0.6	99.5%	70.6%	-14.5%	-6.9
Australia	1,170	2.9	\$2.5	12.4%	6%	-5.7%	-2.2
Hong Kong	861	1.1	\$1.3	74.8%	64.7%	-5.8%	-12.9
U.A.E	336	0.9	\$2.7	-3%	27.1%	31%	-0.1
Singapore	174	0.4	\$2.4	24.8%	30.1%	4.2%	5.9
Other	1,198	1.5	\$1.2	-1.2%	-2.3%	-1.1%	1.2
Total	20,430	18.4	\$0.9	29.4%	21.4%	-6.2%	-4.8

Top 6 Water Unsweetened Markets for year ending November - 2015: Quantity ('000 LTR), Value (NZ\$Mill) and Price.



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade.

<sup>2</sup>Harmonised System Codes for Water Unsweetened starting with: 220110, 220190.