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EXPORTADOR

DEPARTAMENTO DE
INTELIGENCIA DE MERCADOS

Trade Opportunities

New Zealand



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New Zealand

1. Background Data

Official Name	New Zealand
Capital	Wellington
Language	English, Maorí and NZ sign language
Currency	New Zealand Dollar
Population (2016)	5 million

Source: World FactBook. Prepared by: Promperú.

2. Macroeconomic Indicators

Year	2014	2015	2016*
GDP Growth (%)	3.3%	2.2%	2.4%
Per Capita GDP (US\$)	35,305	35,966	36,980
Inflation Rate (%)	1.2%	0.2%	1.5%

Source: IMF. Prepared by: Promperú. Note: *Projected

3. Exports Peru - New Zealand (FOB US\$ million)

Sector	2011	2012	2013	2014	2015	Var. % 15/14	TCP % 15/11
Traditional	1	3	3	8	14	72.7	81.9
Nontraditional	17	23	20	22	23	1.2	7.0
Total	19	26	23	31	37	20.2	18.5

Source: SUNAT. Prepared by: Promperú.

4. Preferences Obtained in Trade Agreements

- Trans-Pacific Partnership Agreement (TPP) (About to become effective): To date, Peru does not have an existing Bilateral Trade Agreement with New Zealand. However, both parties are signatories to the Trans-Pacific Partnership Agreement (TPP), which will allow preferential relations between twelve economies of the Pacific Rim.

It is in this context that products of interest to Peru such as articles of fur, sawn timber, preserved fish and vegetables, blankets of fine alpaca hair and some cotton garments will enter the New Zealand market duty-free as of the entry into force of the agreement.

For more information about the tariff reduction applied by New Zealand see: [List of products for export to New Zealand](#)

5. Trade Opportunities¹

Foods

Through ECLAEC (Economic Commission for Latin America) methodology, it has been possible to identify opportunities for products classified into two main groups: "Star" and "Promising". The "Star" products are those that have shown strong dynamism in their respective sales volumes during the last five years and have a significant share of total imports. In other words, they are the products that have the greatest potential for success in the destination market today. On the other hand, the "Promising" products are those whose imports are growing at above-average rates but do not yet have a significant share of the total sales volume. These products are the ones with the best prospects for success in the future should the trend continue, and could be exploited by domestic exporters.

RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru - TPP	Participation Supplier
1	'030617	Shrimp and prawns, frozen	Star	33	0%	Vietnam - 44% China - 17%
2	'081190	Fruit pulp, frozen	Star	15	0%	Chile - 30% USA - 20%
3	'200290	Tomato, prepared or preserved	Star	14	0%	USA - 66% Australia - 11%
4	'080520	Mandarins, fresh	Star	10	0%	Australia - 78% USA - 22%
5	'200989	Fruit or vegetable juice, any	Star	8	0%	Chile - 24% Thailand - 18%
6	'080450	Mango, fresh	Star	8	0%	Australia - 39% Mexico - 18%
7	'081120	Strawberries, frozen	Promising	7	0%	Chile - 57% China - 28%
8	'160419	Other fish, prepared or preserved, whole	Promising	7	0%	China - 59% Australia - 25%
9	'080122	Chestnuts, fresh or dried, shelled	Promising	5	0%	Bolivia - 39% Perú - 29%
10	'070320	Garlic, fresh or cooled	Promising	4	0%	China - 86% USA - 9%

Source: Trademap. Prepared by: Promperú.

Clothing and Decorations

RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru - TPP	Participation Supplier
1	'611020	Cotton sweaters, pullovers, waistcoats and similar	Star	39	8.5%	China - 81% Bangladesh - 6%
2	'620520	Cotton shirts, for men and boys	Star	39	0% - 8.5%	China - 74% Bangladesh - 8%
3	'611011	Woolen or fine hair, sweaters, pullovers, waistcoats and similar	Star	32	8.5%	China - 93% Vietnam - 2%
4	'610822	Knitted synthetic or artificial fiber panties, for women and girls	Star	17	8.5%	China - 91% Indonesia - 2%
5	'620331	Woolen or fine hair jackets, for men and boys	Promising	9	8.5%	China - 69% Indonesia - 24%
6	'620341	Woolen or fine hair pants and shorts	Promising	6	8.5%	China - 63% Indonesia - 32%
7	'621600	Gloves and similar	Promising	7	4.2%	China - 55%

						Vietnam - 10%
8	'621132	Cotton clothing for men and boys, other	Promising	3	8.5%	India - 45% China - 27%
9	'570110	Knotted wool or fine hair carpets	Promising	3	0%	Pakistan - 43% India - 28%
10	'630120	Woolen or fine hair blankets	Promising	3	0%	China - 71% Perú - 7%

Source: Trademap. Prepared by: Promperú.

Miscellaneous Manufactured Articles						
RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru - TPP	Participation Supplier
1	'392690	Plastic manufactures, other	Star	191	0% - 4.2%	China - 31% Australia - 19%
2	'848180	Faucets and similar fixtures	Star	141	0% - 4.2%	China - 24% USA - 16%
3	'330499	Makeup preparations, other (Natural cosmetics)	Star	123	2.5%	USA - 24% Australia - 24%
4	'732690	Manufactures of iron or steel, other	Star	116	0% - 4.2%	China - 36% Australia - 20%
5	'850440	Converters, static	Star	102	0%	China - 45% USA - 9%
6	'731815	Other screws and bolts, including their nuts and washers	Star	61	0% - 4.2%	Taiwan - 32% China - 31%
7	'761699	Aluminum wire mesh, netting and fencing, other	Star	39	0%	China - 52% Australia - 16%
8	'730840	Iron or steel materials for scaffolding, shuttering or propping	Star	42	0%	China - 55% Germany - 34%
9	'401699	Vulcanized rubber manufactures without hardening, other	Star	29	0%	China - 23% USA - 18%
10	'870893	Motor vehicle clutches and constituent parts	Promising	15	0%	USA - 22% Australia - 20%

Source: Trademap. Prepared by: Promperú.

6. Consumer Trends

- ✓ INCREASED LEVELS OF INCOME AND EXPENSES. Although income levels stagnated during the period 2010-2014, the economic recovery in 2015 led to renewed growth, which is expected to continue in the medium term. Also, households have relatively high purchasing power (US\$69,302), although with low savings levels.
- ✓ LIFESTYLE DRIVES HEALTH AND WELLNESS TRENDS. New Zealander consumers are adopting increasingly active life styles, focusing on fitness, and therefore have begun paying more attention to their diet. This has led to strong growth in sales of specific products such as the fortified/functional alternatives, as well as juices, energy drinks, organic coffee, green tea, among others.

- ✓ **CERTIFIED PRODUCT POPULARITY IS INCREASING.** Because of social networks and better access to information, the New Zealander consumers have placed greater interest in the ethical and social considerations at the time of purchase, which has brought about a significant increase in sales of certified foods (organic/fair trade). Thus, for example, organic beverages that until recently were considered to be within niche and/or artisanal products, and that were only sold in specialty stores, are now being sold in major supermarkets in the country massively increasing consumption.
- ✓ **HEALTH & CONVENIENCE.** The strong marketing campaigns have led to an increase in demand for frozen presentations ready for consumption because of their practicality, and the belief that they maintain the same properties as their fresh versions. Meanwhile, preserves are becoming increasingly popular among low-income sectors due to the convenience factor.
- ✓ **FASHION DEMAND FOR CHILDREN AND YOUNG ADOLESCENTS.** While most major fashion brands focus on selling clothing for adults and youth, there is still unmet demand for clothing confections for children and young adolescents; thus there are opportunities for new brands to cover these segments.