

# **Comparative Advantage and Competitive Strength of Thai Canned Tuna Export in the World Market: 1982-1998**

By

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## ***Abstract***

*This paper attempts to investigate Thailand's comparative advantage and competitive strength in exporting canned tuna to the world market between 1982 and 1998. Revealed comparative indices and market shares of major exporting countries in the world are employed. In addition, these measures are calculated for major exporters in various major markets. The findings show that Thailand, though the largest exporter of canned tuna in the world market between 1982 and 1998, its comparative advantage has been*

*decreasing in all the studied periods. Its market shares in terms of export volume and value have fallen significantly in the studied periods. The paper also compares Thailand's comparative advantage and competitive strength to other major competitors exporting canned tuna.*

## **Introduction**

This study attempts to measure the comparative advantage and competitive

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