

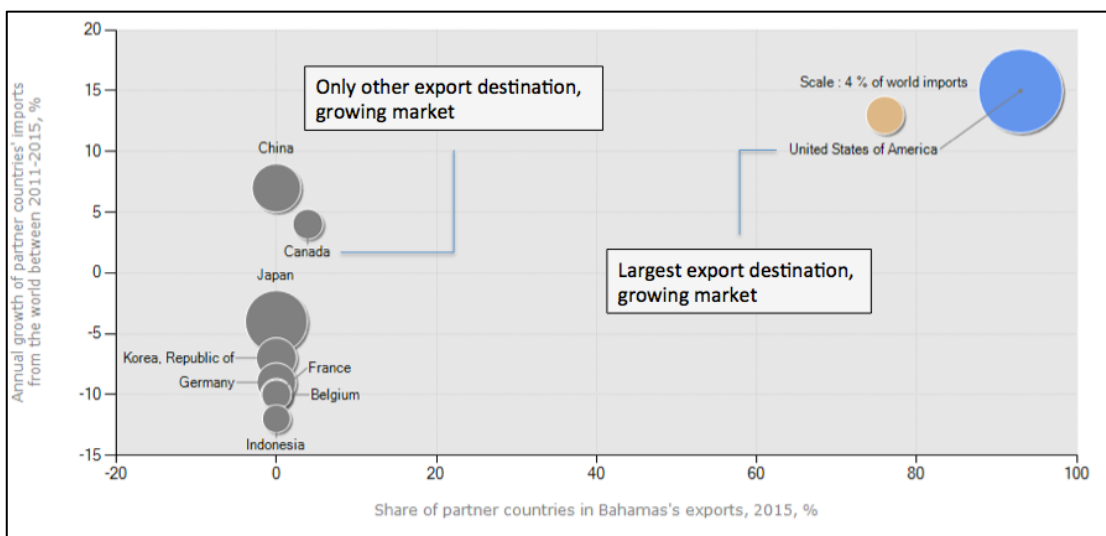
POTENTIAL MARKETS

SALT

Potential growth at current export destinations

- USA is the dominant export destination of Bahamas (93%). Global imports of salt in USA are increasing from 2011-2015 with +15% on average annually. Bahamian exports to USA show an even larger increase in this period: +27% on average annually. Therefore, it remains an important destination for export growth.
- The only other Bahamian export destination is Canada. It is a relatively new market for Bahamas, with first exports in 2013. Canada is a growing market as well; on average +4% annual increase over 2011-2015.
- Growth potential is significant for USA and Canada. Global imports of USA reached 734 million USD in 2015 and Bahamian share was 4%, while Canada's global imports reached 93 million USD (share of Bahamas of 2%).

Figure 1 – overview of export shares from Bahamas and global annual import growth rates from export partners of Bahamas for salt



Source: Trademap (2017).

Potential new markets

- Senegal reached a large average annual growth of +58% in import value from 2011-2015. Current leading supplier Turkey (share of 73%) has the same geographical distance and import tariff (7.5%) as The Bahamas.
- The same yields for West African countries Nigeria and Ghana: current leading suppliers do not have geographical distance or tariff advantages over Bahamas. Especially Nigeria has a significant market size, importing 9.7 million USD in 2015.
- Saudi Arabia has potential as new export destination as well. It reached +32% average annual growth in 2011-2015. While supplying countries Ireland and Germany have some geographical advantage, main supplier USA (51%) has not. Import tariffs for all suppliers are the same as for The Bahamas.

Table 1 – largest potential new markets for Bahamas (based on import value > 2 million USD, geographical distance and import tariffs compared with current suppliers)

	Average annual growth '11-'15	Import value 2015 (USD thousand)	Bahamas' share '15	Leading suppliers
Senegal	+58%	2,701	0%	Turkey (73%), Tunisia (9%), U.K. (6%)
Saudi Arabia	+32%	16,959	0%	USA (51%), Ireland (24%), Germany (13%)
Nigeria	+21%	9,702	0%	Brazil (89%), Ireland (3%)
Ghana	+19%	3,692	0%	Egypt (57%), Israel (17%)

Source: Trademap (2017).

Benefit from continuing growth at current export destinations **USA and Canada**: Two large and growing markets.

Try to enter promising markets in Western Africa: **Senegal** reached very high growth rates and also **Nigeria and Ghana** significantly increased the imports of salt in recent years.

In the Middle East, **Saudi Arabia** is a sizeable and expanding market which looks worthwhile to explore.

