

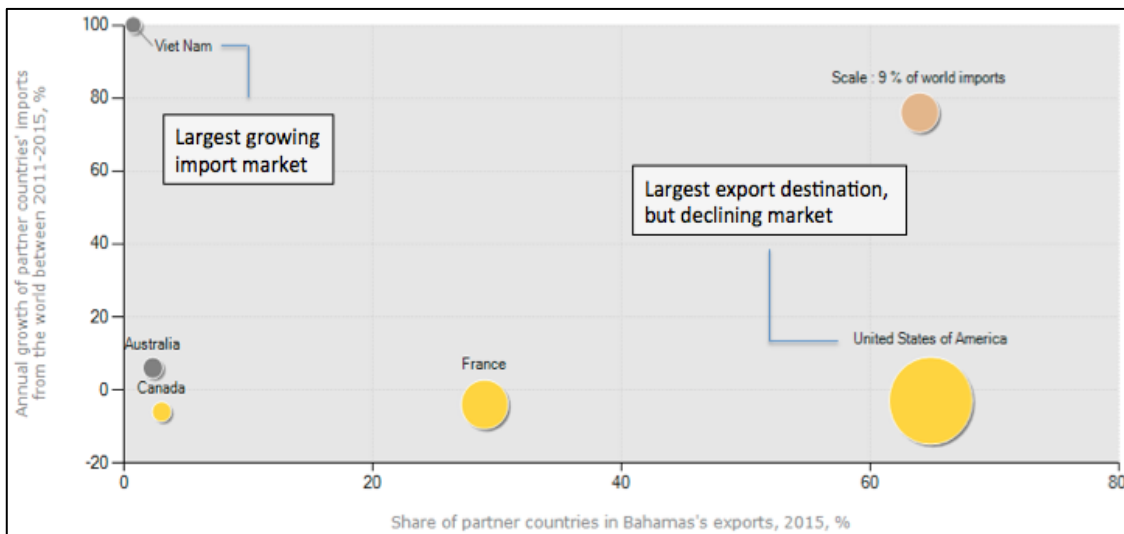
POTENTIAL MARKETS

SPINY LOBSTER

Potential growth at current export destinations

- Spiny lobster exports from The Bahamas reached 55 million USD in 2015. USA is Bahamas' largest export destination by far, but global imports in USA are decreasing (-3%) over the period 2011-2015. Second largest export destination France showed a decline in global imports (-4%) over the same period as well.
- Vietnam is the largest growing import market out of Bahamas' current export destinations. Global imports in Vietnam have increased with +127% annually on average over the five year period.
- Import value of Vietnam for spiny lobster reached 24.6 million USD in 2015. Only 413 thousand USD (1.7%) was Bahamian exports. Main suppliers are UK (share of 30%) and USA (share of 25%). Import tariffs in Vietnam for spiny lobster from UK and USA (15%) are lower than from Bahamas (22.5%).

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



Source: Trademap (2017).

Potential new markets

- Korea has realized a large growth in imports between 2011-2015, mainly due to a huge increase in 2015 (+369%). Current leading supplier Cuba has the same geographical distance and import tariff (20%) towards Korea than Bahamas.
- Chinese Taipei reached significant growth of +21% on average annually and it is the fifth largest import market worldwide. Current leading suppliers have similar geographical distance and only Nicaragua has a slightly favorable tariff over Bahamas.
- China had an average annual growth rate of +20% over last five years and is in the global top ten regarding import value in 2015. Current leading supplier is Cuba, which has an extremely favorable tariff (10%) over Bahamas (70%).

Table 1 – largest potential new markets for Bahamas (based on import value > 2.5 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
Korea	+46%	4,607	0%	Cuba (60%), Vietnam (33%)
Chinese Taipei	+21%	25,560	0%	Cuba (24%), USA (23%), Nicaragua (22%)
China	+20%	14,482	0%	Cuba (64%), Mozambique (15%)

Source: Trademap (2017).

Take into account that largest export destinations **USA and France** show **decline** in global imports: new markets become more important. Try to increase market share in **Vietnam**: huge import growth. Try to enter promising market **Chinese Taipei**: significant annual growth and large market size. **Korea** is an interesting opportunity as well, but import value is smaller.

