

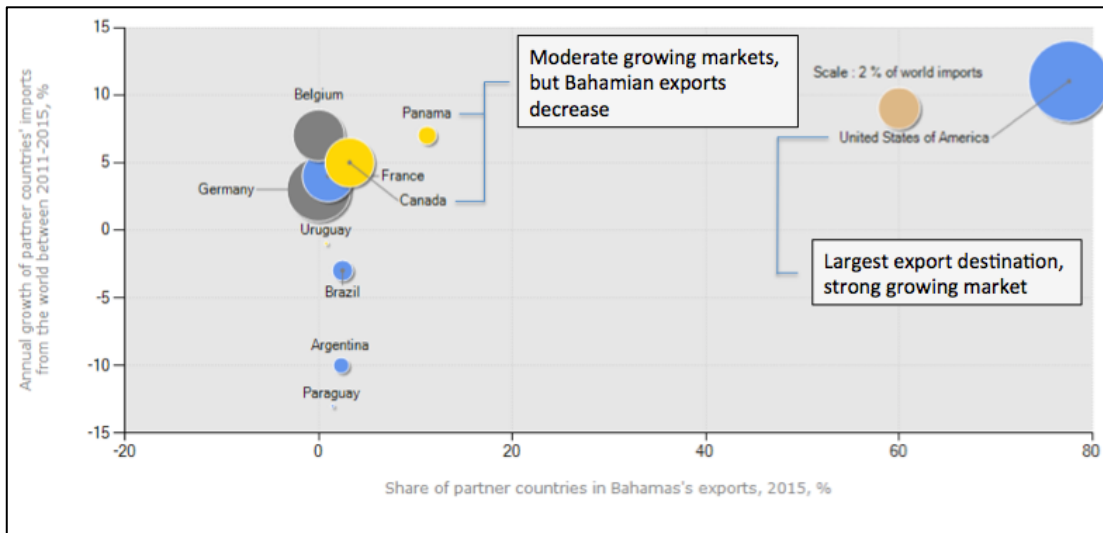
POTENTIAL MARKETS

MAKE-UP AND SKIN CARE PREPARATIONS

Potential growth at current export destinations

- The exports of make-up and skin care preparations from The Bahamas amounted to 3.6 million USD in 2015. USA is Bahamas' main export destination (78%). Global imports of preparations for make-up and skin care in USA show an average annual increase between 2011-2015 of +11%. Bahamian exports to USA reached an increase of +53% on average per year in this period.
- Panama (+7%) and Canada (+5%), the 2nd and 3rd largest export destinations, reached a fair average annual growth in global imports. However, Bahamian exports to these countries declined (-10% and -21% respectively) over 2011-2015.
- While Bahamian exports to Argentina and Paraguay reached average annual growth of +29% over 2011-2015, these are relatively small and declining markets.

Figure 1 – overview of export shares from Bahamas and global annual import growth rates from export partners of Bahamas for make-up and skin care preparations



Source: Trademap (2017).

Potential new markets

- British Virgin Islands shows an impressive average annual increase from 2011-2015 at +66%. The market is dominated by USA, while Bahamas has a geographical advantage over other suppliers Spain and France. A comparable situation applies to Cayman Islands (+37% growth annually from 2011-2015).
- Suriname is, with 4.5 million USD import value and +23% average annual growth over 2011-2015, a potentially interesting market. The Netherlands is the dominant supplier, while Bahamas has a favorable geographical position. USA has significant market share in Suriname as well.
- Cuba reached positive growth rates (+21%) on average per year over 2011-2015. Current suppliers have beneficial tariffs, but second largest supplier Spain has a less favorable geographical position.

Table 1 –potential new markets for Bahamas (based on import value > 1 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
British Virgin Islands	+66%	1,678	0%	USA (90%), Spain (8%), France (2%)
Cayman Islands	+37%	2,560	0%	USA (94%), France (3%)
Suriname	+23%	4,484	0%	Netherlands (69%), USA (28%)
Cuba	+21%	4,411	0%	Panama (48%), Spain (22%), Mexico (10%)

Source: Trademap (2017).

Benefit from continuing growth at current main export destination **USA**.
Try to regain market share at growing markets **Panama and Canada**.
Consider nearby growing markets **British Virgin Islands and Cayman Islands**.
Explore opportunities for exports to **Suriname**: favorable geographical position over current leading supplier The Netherlands.
Try to explore the **Cuban market** as well.

