



MINISTRY OF FINANCIAL SERVICES

## COMPETITOR ANALYSIS

### FROZEN CRABS IN USA

- The USA imported over 1.2 billion USD of frozen crabs in 2017. The country is the largest importer of frozen crabs worldwide. The USA is Bahamas' largest export destination for frozen crabs, although Bahamas is the 14<sup>th</sup> largest supplier in the USA market, providing slightly more than 0.1% of total imports.
- Main supplier of frozen crabs is Canada. Other regional competition for the Bahamas comes from Argentina (2.1% share) and Mexico (1.0% share).
- Canada was the largest exporter of frozen crabs worldwide in 2017. More than 1 billion USD has been exported. Main Canadian destinations include USA (69%), China (16%) and Japan (9%). Average annual growth from Canada to several Asian markets reached high values during 2013-2017: +87% to Singapore, +28% to Vietnam and +20% to Hong Kong.
- Despite the huge amount of current exports and good growth performance from 2013-2017 in the American market, there is still estimated to be untapped potential for Canada in USA: around 375 million USD up to 2021.
- Argentina is the largest regional competitor of Bahamas. In 2017, the USA imported more than 25 million USD of frozen crabs from Argentina. USA is the largest export partner for Argentina by far, holding 81% share of Argentina's frozen crabs exports.
- Mexico is another large regional competitor of Bahamas in the American market. USA imported almost 12 million USD of frozen crabs from Mexico in 2017. During the last five years, imports from Mexico grew on average with +22% per year. There is still some untapped potential for Mexico estimated: around 4.5 million USD. The USA is by far the main destination for Mexico. It has a share of almost 86% in Mexican frozen crabs exports.
- Other regional competition for the Bahamas in the USA comes from Chile. In 2017, Chile exported more than 10 million USD of frozen crabs to USA. Based on the estimated untapped potential, this number can be almost doubled to 2021.
- The main competitors of Bahamas in the USA had slightly higher growth rates during the period 2013-2017 than Bahamas. Furthermore, it seems that there will not be any untapped potential for Bahamas during the coming years. This suggests that it would be interesting to explore opportunities to other export destinations. Asian markets could offer potential, based on Canadian growth performances in this region.

**Table 1 – import performance of main suppliers and regional competitors in the USA**

Supplier	Import value in 2017 (USD)	Market share	Average annual growth 13-17	Estimated untapped potential to 2021 (USD)
Total	1,206,602,000	100%	+10%	419,067
Canada	683,868,000	56.7%	+9%	373,418
Russia	380,122,000	31.5%	+12%	-
China	39,950,000	3.3%	+12%	14,715
Argentina	25,259,000	2.1%	+8%	-
Mexico	11,875,000	1%	+22%	4,427
Chile	10,584,000	0.9%	+6%	9,868
Bahamas	1,530,000	0.1%	+5%	-
Other	53,414,000	4.4%	-	-

Source: Trademap (2018).

- Bahamian frozen crabs exports to the USA grew on average with +5% per year during the last five years.
- Canada is the main supplier of frozen crabs worldwide in 2017 and also USA's largest supplier with close to 700 million USD exports.
- Other regional competitors are Mexico and Chile. Market shares are relatively small, but there is untapped potential for these markets.
- It is estimated there will not be untapped potential for Bahamas in USA up to 2021. It might be interesting to explore opportunities in Asia, as Canada grew fast over there in recent years.

