



MINISTRY OF FINANCIAL SERVICES

COMPETITOR ANALYSIS

RUM IN IRELAND

- Ireland imported 4.5 million USD of rum from Bahamas in 2017. The country ranks 36th in imports of rum worldwide. Bahamas is the leading supplier in the Irish market, providing 73.3% of total Irish imports, which in turn represents 46% of Bahamian exports.
- United Kingdom is the main competitor for Bahamas in Ireland. Together the two countries account for close to 84% of Irish rum imports. Regional competition comes from Cuba (1.7% market share) and Guyana (1.1% market share). Both these markets have a minimal market share compared to Bahamas. However, they are one of the few suppliers with average annual growth between 2013-2017.
- The U.K. is the world's 10th largest exporter of rum, with a share of 3.6% in world exports. Rum exports from the British market had a declining average annual growth of -4% between 2013-2017 worldwide. Exports to Ireland declined more drastically over this period: -33%.
- Top destinations for British rum are Australia, Czech Republic, and Germany. The U.K. performed well on average annual growth during 2013-2017 in Italy (+30%), Czech Republic (+19%) and Latvia (+13%). Ireland is the U.K.'s 22nd largest destination accounting for only 0.9% of exports.
- Cuba and Guyana are regional competitors for Bahamas. These are quite small current suppliers in the Irish market. Cuba's largest export market is Spain, while Guyana is mainly exporting to USA. Between 2013-2017 Cuba saw the largest growth in the U.K. (+57% average annual growth) and Germany (+34% average annual growth). Guyana has seen the largest growth in USA (+23% average annual growth) and Mexico (+11% average annual growth). Both regional competitors still have minor market share in Ireland, but their exports have been growing recently. Cuba and Guyana are large exporters on global scale (ranking 3rd and 12th respectively).
- Bahamas is the world's 25th largest supplier of rum accounting for 0.7% of the total exports worldwide. Their average annual growth from 2013-2017 decreased with -4%. Total exports worldwide, on the other hand, have seen average annual growth of +1%, showing that the total rum market is slightly growing.
- On top of that, the overall Irish imports of rum have been in decline over 2013-2017 with -17% on average yearly. These might all be indications for Bahamas to start discovering opportunities in other export destinations as well.

Table 1 – import performance of main suppliers and regional competitors in Ireland

Supplier	Import value in 2017 (USD)	Market share	Average annual growth 13-17	Estimated untapped potential to 2021 (USD)
Total	6,190,000	100%	-17%	-
Bahamas	4,537,000	73.3%	-2%	-
U.K.	645,000	10.4%	-33%	267,000
Spain	267,000	4.3%	-6%	1,392,000
Germany	252,000	4.1%	-32%	-
Cuba	108,000	1.7%	6%	-
Guyana	85,000	1.4%	143%	1,000
USA	66,000	1.1%	-28%	7,872,000
Other	230,000	3.7%	-	-

Source: Trademap (2018).

- Despite Bahamas only accounts for 0.7% of global exports the position in Ireland is very strong. Try to defend this position from main competitors.
- Cuba realized good growth in the German market, it is the 2nd largest destination for Bahamas right now and Bahamian exports also grew hugely to Germany during 2013-2017. Try to stay competitive versus Cuba and increase market share in Germany.
- The growth of British exports to Czech Republic and Latvia indicates that there is potential to grow in Eastern Europe, which Bahamas can look into.

