

POTENTIAL MARKETS – CUCUMBERS / GHERKINS

Countries with largest untapped potential for Bahamian cucumbers / gherkins

- Figure 1 displays the top 10 markets with highest untapped potential for exports of cucumbers and gherkins from Bahamas. Poland shows the largest potential. Followed by Canada, Switzerland, and so on. The total amount of estimated untapped potential to 2021 for Bahamian exports to the 10 most promising markets is around 215 thousand USD.
- The USA is the current main destination for Bahamian cucumbers and gherkins, without any estimated untapped potential. Average exports to the USA ('12 – '16) reached 295k USD.

Figure 1: top 10 markets with largest untapped potential for Bahamian cucumbers and gherkins exports

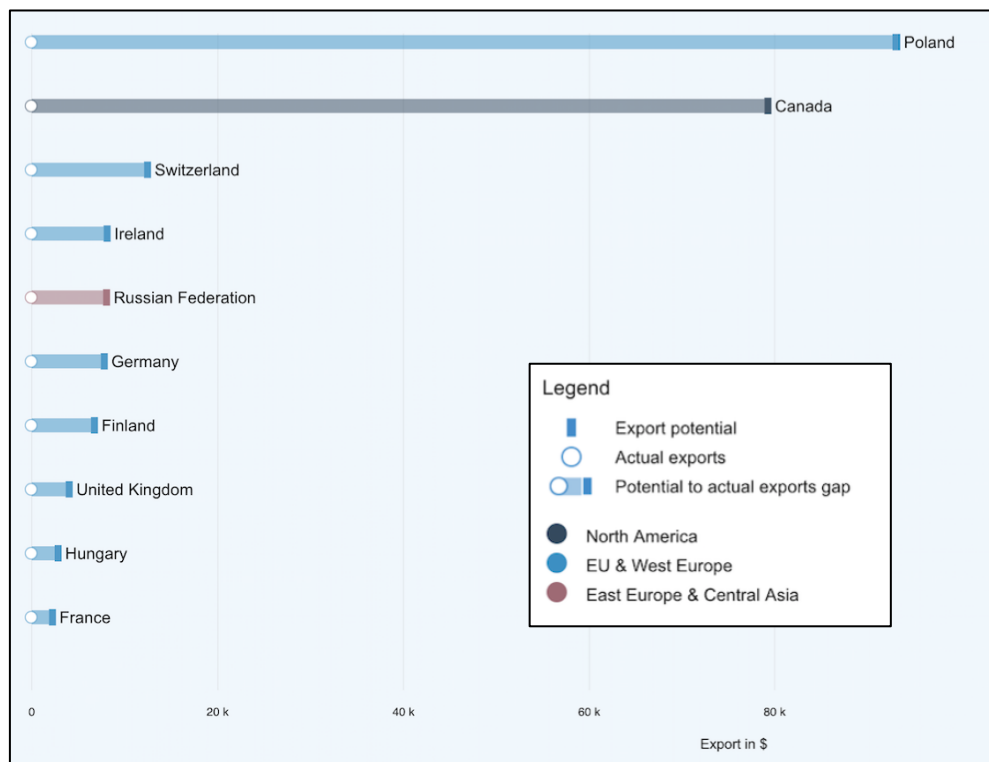


Table 1: top 5 markets with largest untapped potential / current exports values and major competitor country

	Untapped potential USD (2021)	Current exports (avg. 2012-2016)	Major current suppliers (% share)
Poland	92,300	-	Spain (56%), Netherlands (12%)
Canada	78,400	-	Mexico (80%), USA (12%)
Switzerland	11,600	-	Spain (77%), Netherlands (8%)
Ireland	7,300	-	Netherlands (42%), Germany (27%)
Russia	7,200	-	Iran (43%), China (22%)

Source: ITC, Export potential map (2018).

Top potential markets identified

- Estimated untapped potential in absolute value is largest in Poland, at 92 thousand USD. Polish imports of cucumbers and gherkins grew with an average of +2% per year during the last five years.
- Canada is the second largest market based on untapped potential: 78 thousand USD. Mexico currently dominates supplies, with respectively 80% market share in the Canadian market. Average annual growth of Canadian imports of cucumbers and gherkins was +2% during the last five years.
- Switzerland has some untapped potential for Bahamian cucumbers and gherkins as well: almost 12 thousand USD. Swiss imports are currently dominated by Spain (77% market share). During the last five years, imports of cucumbers and gherkins grew on average with +2% per year.
- Ireland and Russia both have about 7 thousand USD untapped potential for Bahamian cucumbers and gherkins. During the last five years Irish imports grew with +1% on average per year. The Netherlands currently dominates Irish supplies (42% market share) and Iran currently dominates Russian supplies (43% market share).

- Focus on exports to **Poland**. The highest untapped potential for Bahamian cucumbers and gherkins has been identified there.
- Try to access **Canada** as well. It is a nearby market with potential.
- Do not forget about **USA** the largest current export market with 295 thousand export value on average over 2012-2016. As there is not a lot of estimated untapped potential in other countries, protecting market share in USA becomes even more important.

