

## COMPETITOR ANALYSIS

### HETEROCYCLIC COMPOUNDS IN CHINA

- China imported around 370 million USD of heterocyclic compounds in 2019. Imports grew on average with +3% per year during the 2015-2019. The country is the 11<sup>th</sup> largest global importer of heterocyclic compounds representing 1.5%. Bahamas is the 3<sup>rd</sup> largest supplier in the Chinese market, providing almost 14% of total imports.
- Ireland is main supplier in the Chinese market (33% market share). However, the average annual growth during last years was negative for Ireland (-11%). Other competition for Bahamas comes from France (23% market share) and India (10% market share).
- Ireland was the largest exporter of heterocyclic compounds worldwide in 2019, with over 8 billion USD. Main destinations included Belgium (32% share), USA (26%) and Switzerland (24%). China was the 7<sup>th</sup> largest destination for Ireland.
- Irish exports to Italy, Greece and Germany grew rapidly, with respectively +248%, +116% and +108% on average per year during 2015-2019.
- Exports of heterocyclic compounds from Italy to China grew rapidly during the last five years (2015-2019). On average the growth rate was +233% per year. As a result, Italy exported in 2019 more than 4 million USD to China and is estimated to become an important competitor for Bahamas.
- Another fast-growing exporting country is Korea. Exports of heterocyclic compounds from Korea to China reached an average growth 113% per year between 2015 and 2019.
- Regional competition for the Bahamas comes from the USA. China imported over 8 million USD from USA in 2019. However, the average annual growth during last years was negative for USA (-13%).
- The Bahamas started exporting heterocyclic compounds to China in 2015. Exports grew extreme quickly in just five years' time. Average annual growth of Bahamian exports in 2018 compared to 2019 reached +305%. Italy reached the highest average annual growth rate during 2015-2019 in China, followed by Korea (+113%) and Switzerland (+108%).

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

Supplier	Import value in 2019 (USD)	Market share	Average annual growth 15-19
Total	368,981,000	100%	+3%
Ireland	120,094,000	33%	-11%
France	85,616,000	23%	+3%
<b>Bahamas</b>	<b>50,728,000</b>	<b>14%</b>	<b>+63%</b>
India	36,945,000	10%	+67%
U.K.	17,351,000	4.7%	+25%
Korea	10,758,000	2.9%	+113%
USA	8,543,000	2.3%	-113%
Italy	4,279,000	1.2%	+233%
Other	34,667,000	8.9%	-

Source: Trademap (2020).

- China is a relatively new market for Bahamas, but they were able to gain a market share of 14% in five years. A position Bahamas should try to maintain.
- Ireland still dominates supplies of heterocyclic compounds to China. However, Irish exports to China decreased between 2015-2019.
- The largest regional competitor is USA, but their exports to China were considerably smaller than Bahamian exports.

