



## MARKET OPPORTUNITIES BRIEF

### MOAF TRADE UNIT

#### Products with the Greatest Export Potential from Jamaica

According to the International Trade Centre (ITC) Export Potential Map, the products with greatest export potential from Jamaica to the world are:

- ✓ Rum
- ✓ Beer and
- ✓ Roots and tubers.

Rum shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth **US\$64.4 million** (see Table 1 below). The total untapped export potential for the exporter (Jamaica) stands at **US\$528.5 million**.

Table 1- Value of Export Potential (Million USD)

Product	Export Potential (Million USD)	Actual Exports (Million USD)	Untapped potential (Remaining in individual countries)
Rum	107.8	52.7	64.4
Beer	48.3	25.2	24.5
Water	10.6	6.1	6.7
Pepper	2.8	2.7	1.3
Roots and tubers	57.4	30.5	26.9
Coffee	47.5	22.1	37
Lobster	1.4	1.3	874 K
Sauces	31.0	17.2	15.7
Edible plant parts	33.8	13.1	20.8
Papaya	11.7	4.4	7.7
Pastry	31.6	15.4	17.5
Juice of fruits	10.0	4.8	6.5
Beverages (Non-alcoholic)	11.1	7.7	6.1
Animal feed	12.1	9.3	8.7
Rock lobster	11.7	4.4	7.7
Spices	2.7	1.5	2.0
Make-up	2.3	1.3	2.0
Essential oil	3	1.7	1.9
Nuts	4.6	1.5	3.2
Cocoa beans	2.9	986 k	2.6
Medicinal plants	1.3	1	687.3
Ginger	498.4k	413k	620.8k
Black tea	1.6	1	1.1
Sweet potatoes	9.2	3.3	7.4



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#### CARICOM Market Opportunities for Jamaica

#### List of Products Imported by Caribbean Community (CARICOM) that Jamaica can Supply

Product	Value (USD)	Supplying Countries
Waters, incl. mineral waters	184,695,000	USA, China, Hong Kong
Dairy produce; birds' eggs	418,515,000	USA, New Zealand, France, Canada
Meat products	482,990,000	USA, Canada, Costa Rica
Essential oils	275,931,000	USA, New Zealand, Germany
Fish and crustaceans	199,007,000	Spain, USA, Canada
Fertilisers	108,928,000	USA, China, Chile, Israel
Cocoa and cocoa preparations	51,971,000	USA, Netherlands, Colombia
Sauce and mixed condiments	129,640,000	USA, Dominica, Canada
Cartons, boxes, cases, bags	102,794,000	USA, China, Malaysia
Meat of bovine animals, frozen	62,434,000	USA, Costa Rica, Panama
Fruit juices	90,914,000	USA, El Salvador, Dominica
Chocolate	47,478,000	USA, UK, Netherlands
Meat of sheep or goats	42,923,000	Australia, New Zealand, USA
Cane or beet sugar	189,163,000	USA, Canada, UK,
Meat of swine, fresh, chilled or frozen	43,673,000	USA, Canada, Ireland, Germany
Cabbages, cauliflowers	14,873,000	USA, Canada, Brazil
Onions, shallots, garlic, leeks	50,324,000	China, Netherlands, USA
Potatoes, fresh or chilled	8,629,000	Netherlands, USA, Canada
Bananas, incl. plantains	22,000,000	USA
Lettuce "Lactuca sativa"	11,144,000	USA, Brazil, Mexico
Melons, incl. watermelons, and papaws (papayas), fresh	8,159,000	USA, Brazil, Mexico
Ginger	12,299,000	USA, Canada, UK, Netherlands
Tomatoes	6,000,000	USA, Canada



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#### Opportunities for Market Diversification

The tables below show the largest importers of selected products, the growth rate over the last four years, and tariff applied under various trade agreements such as EPA, CBI and CARIBCAN and the CSME.

In addition to the products identified above, the following products should be looked at intently with a view to widening the export base through increased utilization of existing trade agreements.

#### Honey (North America, EU and Asia)

Product	Tariff	Country	Share (world)	Annual Growth (value)
Honey	0% EPA	United States	21%	-5%
Honey	0% CBI	Germany	12.5%	-4%
Honey	25.50%	Japan	7.1%	3%
Honey	0% EPA	France	5.8 %	-2%

Sources: ITC calculations based on COMTRADE statistics

#### Cassava (Latin America and the Caribbean)

Product	Tariff	Country	Share (world)	Annual Growth (value)
Cassava	15% MFN	Columbia	0.14%	754%
Cassava	15% MFN	El Salvador	0.09%	25%
Cassava	25%	The Bahamas	0.03%	9%
Cassava	0% CSME	Guyana	0.02%	9%
Cassava	25%	Brazil	0.02%	0%

Sources : ITC calculations based on COMTRADE statistics

#### Cassava (European Union)

Product	Tariff	Country	Share (world)	Annual Growth (value)
Cassava	0% EPA	Netherlands	28.06%	1044%
Cassava	0% EPA	Belgium	5.26%	1070%
Cassava	0% EPA	Spain	12.28%	230%
Cassava	0% EPA	Italy	1.14%	2763%
Cassava	0% EPA	Germany	1.14%	7875%
Cassava	0% EPA	Portugal	0.4%	112%
Cassava	0% EPA	France	0.81%	18%
Cassava	0% EPA	UK	0.25%	28%

Sources : ITC calculations based on COMTRADE statistics



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#### Scotch Bonnet Pepper

Product	Tariff	Country	Share (world)	Annual Growth (value)
Pepper	0% CBI	United States	21.16%	30%
Pepper	0% EPA	Germany	9.14%	54%
Pepper	0% MFN	Malaysia	6.86%	50%
Pepper	3% MFN	Japan	5.1%	53%
Pepper	0% EPA	Spain	4.09%	33%
Pepper	0% EPA	Netherlands	3.73%	49%
Pepper	10% MFN	Mexico	3.43%	73%
Pepper	0% EPA	UK	3.02%	25%

Sources: ITC calculations based on COMTRADE statistics

#### Sweet Potatoes

Product	Tariff	Country	Share (world)	Annual Growth (value)
Sweet Potatoes	0% EPA	UK	29.16%	6%
Sweet Potatoes	0% EPA	Canada	16.38%	5%
Sweet Potatoes	0% EPA	France	12.81%	68%
Sweet Potatoes	0% EPA	Netherlands	7.73%	18%
Sweet Potatoes	0% CBI	United States	4.78%	10%
Sweet Potatoes	4.30%	Japan	4.3%	-5%
Sweet Potatoes	0% EPA	Italy	3.07%	67%
Sweet Potatoes	0% EPA	Germany	1.97%	50%

Sources: ITC calculations based on COMTRADE statistics

#### Ginger

Product	Tariff	Country	Share (world)	Annual Growth (value)
Ginger		Japan	25.79%	2%
Ginger	0%	United States	10.2%	7%
Ginger	MFN	Pakistan	8.71%	0%
Ginger	0% EPA	UK	6.81%	19%
Ginger	0% EPA	Netherlands	5.06%	8%
Ginger	MFN	India	4.47%	47%
Ginger	0% EPA	Germany	4%	18%
Ginger	MFN	Malaysia	3.89%	13%

Sources: ITC calculations based on COMTRADE statis



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#### Cocoa

Product	Tariff	Country	Share (world)	Annual Growth (value)
Cocoa Bean	0% EPA	Netherlands	15.7%	36%
Cocoa Bean	MFN	Malaysia	13.14%	17%
Cocoa Bean	0% CBI	United States	11.83%	-9%
Cocoa Bean	0% EPA	Germany	11.49%	40%
Cocoa Bean	0% EPA	Belgium	6.68%	14%
Cocoa Bean	0% EPA	France	6.2%	35%
Cocoa Bean	0% EPA	UK	5.12%	37%
Cocoa Bean	<b>0% EPA</b>	<b>Spain</b>	<b>3.22%</b>	<b>52%</b>

Sources: ITC calculations based on COMTRADE statistics

#### Yam

Product	Tariff	Country	Share (world)	Annual Growth (value)
Yam		China	44.41%	6%
Yam	0% EPA	Netherlands	9.94%	501%
Yam	0% EPA	United States	9.52%	6%
Yam	0% EPA	Spain	4.96%	199%
Yam	MFN	Japan	4.87%	-10%
Yam	0% EPA	UK	4.32%	12%
Yam	0% EPA	Belgium	4.11%	228%
Yam	<b>0% EPA</b>	<b>Canada</b>	<b>2.46%</b>	<b>15%</b>

Sources: ITC calculations based on COMTRADE statistics

#### Sauce Mixed Condiments

Product	Tariff	Country	Share (world)	Annual Growth (value)
Sauce mixed condiments	0%	US	10.35%	7%
Sauce mixed condiments	0% EPA	UK	10.27%	18%
Sauce mixed condiments	0% EPA	France	6.18%	26%
Sauce mixed condiments	0% EPA	Germany	5.44%	10%
Sauce mixed condiments	0% EPA	Canada	5.16%	10%
Sauce mixed condiments	MFN	Japan	3.35%	4%
Sauce mixed condiments	0% EPA	Netherland	3.2%	13%
Sauce mixed condiments	<b>0% EPA</b>	<b>Belgium</b>	<b>2.79%</b>	<b>23%</b>

Sources: ITC calculations based on COMTRADE statistics

#### Ornamental Fish

Product	Tariff	Country	Share (world)	Annual Growth (value)
Ornamental Fish	0%	US	18.55	-12
Ornamental Fish	0%	UK	9.65	10
Ornamental Fish	0%	Germany	7.83	8
Ornamental Fish	1.75%	Japan	6.68	-1
Ornamental Fish	0%	Singapore	5.98	5
Ornamental Fish	<b>0%</b>	<b>France</b>	<b>3.72</b>	<b>3</b>

Sources: ITC calculations based on COMTRADE statistics



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#### Nutmeg

Product	Tariff	Country	Share (world)	Annual Growth (value)
Nutmeg	0%	Germany	11.7	2
Nutmeg	0%	Netherlands	11.64	17
Nutmeg	0%	Belgium	10.04	107
Nutmeg	0%	United States	6.62	-17
Nutmeg	30%	Singapore	4.73	4
Nutmeg	0%	France	4.16	29
Nutmeg	30%	India	3.91	40
Nutmeg	0%	Italy	3.5	42

Sources: ITC calculations based on COMTRADE statistics