

## Spotlight on the Caribbean

Would you be surprised to learn that most USA companies sell more to Puerto Rico than Brasil or China? Our neighbors in the Caribbean serve as important customers for USA brands. These tourist destinations depend on USA imports for essential food, beverage, and personal care products. These markets are easy to access with USA packages universally accepted.

### Country Segmentation: Core 4

The Caribbean consists of more than 700 islands across 28 nations. However, 80% of sales are concentrated in Puerto Rico, Dominican Republic, Trinidad, and Jamaica. Puerto Rico is the “big prize,” accounting for around one percent of total USA volume for most manufacturers. Puerto Rico and the Dominican Republic feature large supermarkets bursting with a mix of America’s favorites and local brands.

### Foodservice: Small Packs

Tourism appears as an important component of the economy for many of our favorite islands. This causes populations to surge during peak vacation months. Your foodservice business could be larger than your retail business in popular holiday spots like the Dominican Republic or Jamaica. Consider small sizes to capture lower price points and short-term renters who need only one week’s supply.

Cluster	Islands	Population	Focus
Core 4	Puerto Rico, Dominican Rep., Trinidad, Jamaica	18 million	80%
3 B's	Bahamas, Bermuda, Barbados	750,000	15%
Tiny Paradise	Aruba, Martinique, St.Lucia, 20 Total	1.8 million	5%
Populated/Poor	Cuba, Haiti	23 million	?

### Powerful Distributor Options

Some of the largest and most sophisticated distributors in the world are based in Puerto Rico. Distributors serve as the top suppliers to the trade. Few companies maintain subsidiaries in these small countries. As a result, distributors may represent companies like P&G, Unilever, and Mondelez. These distributors are trained by these global leaders, adopting many of their operating practices and philosophies.

### Miami Consolidation Hub

A common practice is to ship to Miami for regular freight service or distributor pick up. Pricing is a key issue. Most offer export pricing to avoid burdening the value chain with USA overheads that need to be replicated overseas. Careful oversight must be exercised to avoid diverting temptation. A simple metric is to track sales per capita versus mainland USA levels. Do not believe

stories about cruise ships, duty free, and the infamous San Andres islands with two supermarkets.

### Winter = Peak Season

Caribbean sales surge during the winter tourist season. This requires inventory build up in September and October. Normally, summer months are slower and dedicated to planning.

### Export Solutions Can Help

Export Solutions’ distributor database covers nine top island markets and around 300 distributors of supermarket-type products. Export Solutions completed six distributor search projects in the Caribbean. Brands work with us to quickly partner with leading distributors and begin profitable shipments to these “low hanging fruit” countries. Contact us to learn more about how Export Solutions can leverage our distributor contacts for your benefit in 2022.

## Create Your Own Export Library



*Distributor Search Guide*



*Export Handbook*



*Selling to USA Handbook*



*Distributor Management Guide*



*Finance & Logistics*



*Idea Guide:  
New World – New Business*



*Export Treasure Chest  
My Favorite Templates & Forms*



*People Power  
Strong Teams Build Great Brands*



All guides available free at [www.exportsolutions.com](http://www.exportsolutions.com) in the *Export Tips* section.