



DOING BUSINESS IN BAHAMAS

Population 415K | GDP Growth 2.8% (*est. 2025) | GDP PC \$36K |
Still Wine Imports 278K 9lt cs

Economy: Driven by cruise ship tourism and construction. Tourism growth constrained by resort capacity and flights frequency. Highly dependent on US tourist arrivals who bring their home country's drinking preferences. Wine volumes concentrated in large hotels. Government is moving to prohibit alcohol sales from window cages, drive-throughs and convenience stores to limit black market sales, underage drinking and crime.
Main source of tourism: US (87%), Canada (5%), Europe (5%).

Wine in Bahamas

Total Addressable Market

Total Still Wine Category 278K 9lt cases, led by US with 104K cs(-7%) followed by France 35K cs (+4%) and Chile 28K cs(-6%) .

Consumption Trends

Locals prefer sweet wines while dry premium wines consumed mostly by tourists.

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024-25	CAGR 2020-25
- Merlot	28.03	29.15	15.3%	4.0%	2.4%
- Sauvignon Blanc	30.81	27.11	14.2%	-12.0%	5.7%
- Chardonnay	21.99	20.79	10.9%	-5.5%	2.7%
- Cabernet Sauvignon	17.88	18.34	9.6%	2.6%	11.8%
- Pinot Gris/Pinot Grigio	19.23	18.11	9.5%	-5.8%	3.5%
- Zinfandel	5.59	5.18	2.7%	-7.3%	0.7%
- Malbec	7.00	4.00	2.1%	-42.9%	-19.2%
- Shiraz/Syrah	4.36	3.75	2.0%	-14.0%	-4.5%
- White Zinfandel	3.47	3.22	1.7%	-7.2%	1.4%
- Pinot Noir	2.43	2.32	1.2%	-4.5%	-5.1%
- Chenin Blanc	0.00	0.51	0.3%	-	-
- Pinotage	0.16	0.20	0.1%	25.0%	12.7%
- Other Varietals	65.34	58.30	30.5%	-10.8%	-1.7%

Trading Notes for Wineries

The off-premise sector (67% of vol) is sold through liquor store chains. Supermarkets do not sell alcohol in the Bahamas. Distributors own their own liquor stores and will only sell the products they import directly making it challenging to expand distribution. There are also independent liquor stores who will sell everyone's products.

- Off Premise accounts about 480
 - Distributor owned stores:
 - 700 Islands: 60 accounts
 - Bristol Cellars 6 accounts
 - Jimmy's Retail 11 accounts

On-premise (33% of vol) concentrated in large resorts where you can find luxury restaurant offerings.

Opportunities to develop fine dining programs with wine knowledgeable restaurant managers in A tier accounts.

Atlantis and SLS Baha Mar are the top accounts all brands will aim for distribution but also have a bureaucratic approval process to list products.

Market Insights

- With approximately 700 islands and cays, The Bahamas is an extensive territory with five islands having over 90% of the population: New Providence (Nassau), Grand Bahama (Freeport), Great Abaco, Eleuthera, Exuma.
- Some of the islands are privately owned by corporations or individuals.
- There are niche restaurants and resorts in some of the islands that are more secluded and with affluent clientele, but the logistics of transporting product may be irregular.
- RTD's rising in popularity and taking share of consumer occasions from the wine category.

Taxes, Shipping and Terms

- BSD pegged to USD
- Duties and taxes in Bahamas are calculated based on the CIF (Cost, Insurance, and Freight) value of the shipment
- **Import Duties**
- Ad Valorem
 - Customs Tariff 50% of CIF
- No Excise Taxes for wines
- Customs Processing Fee:
 - 1% of CIF
 - Minimum of \$10 Maximum of \$750 per declaration
- Environmental Levy:
 - Nominal for wine applied by port authority or shipping line at border
- Value Added Tax (VAT)
 - 10% at point of purchase
- **Logistics, Compliance and Freeport Exception**
- **"Click2Clear" System:**
 - All imports processed electronically. Only registered brokers or importers have access to clear shipments
- **The Freeport Exception**
 - Licensed businesses in Freeport or Grand Bahama can import duty-free, VAT free. When wine is sent to retail or on premise the duty and VAT must be paid.
 - Large distributors with capital will leave inventories in a bonded warehouse until needed for sales.
 - High upfront capital for importers to clear high duty wines who can navigate the customs clearing efficiently.

Pricing Guidelines for Importers

	USD
FOB California	\$10.00
Ocean Freight, Insurance & Port Fees	\$2.00
CIF Nassau	\$12.00
Import Duty 50% of CIF	\$6.00
Processing Fee 1% (\$10 min)	\$0.12
Landed Cost before VAT	\$18.12
Distributor Margin 40%	\$30.20
Retailer Margin 35%	\$46.46
VAT 10%	\$4.65
Consumer Retail Price	\$51.11

Notable Importers

- **Bristol Wines & Spirits**
- **Commonwealth Brewery Limited (CBL)**
- **Jimmy's Wines & Spirits**
- Caribbean Wines & Spirits (CWS)
- CNK Wines & Spirits
- Dua Champagne & Wine Lounge
- Island Wines & Spirits
- Mendoza Wine Imports
- Toast Wines & Spirits
- Young's Fine Wine

Tables and Tax information serve as directional reference that are subject to changes and updated by each country throughout the year. Contact your local importer for the most up-to-date information.

Price Tiers

Category	2024 (000s 9L Cases)	2025 (000s 9L Cases)	Market Share	CAGR 2024-25	Price Range BHS\$
Prestige	0.25	0.25	0.10%	0.00%	Over 315.01
Ultra-Premium	1.89	1.70	0.60%	-10.10%	112.51 to 315.00
Super-Premium	19.28	18.84	6.80%	-2.30%	61.82 to 112.50
Premium	60.00	57.43	20.70%	-4.30%	44.09 to 61.81
Standard	78.98	72.87	26.20%	-7.70%	29.02 to 44.08
Value	127.68	119.72	43.10%	-6.20%	12.05 to 29.01
Low-Price	2.80	6.95	2.50%	148.20%	12.04 and under
Still Wine	290.88	277.76	100.00%	-4.50%	

Cultural Awareness and Considerations

- Most efficient way to travel to The Bahamas is from Miami, FL.
- You are required to have a working visa if your visit involves any work-related activities, such as meetings that could be classified as work
- There is an appetite for wine knowledge from distributor personnel that creates an opportunity to build share of mind for your products.

Contact Information

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