



DOING BUSINESS IN BARBADOS

Population 304K | GDP Growth 3.8% (*est. 2024) | GDP PC \$20K |
Still Wine Imports 109K 9 lt cs

Economy: Record year for tourism in 2025 (18 to 22% of GDP). US visitors surpassed UK as largest stayover tourist base for the first time. US 34%, UK 31%, Caricom (14%), Canada (12%). Cruise arrivals increased stimulating daytime consumption. Premium wine tied to dining events while affordable sweet wines has become more popular with locals.

Wine in Barbados

Total Addressable Market

Still wine volumes expected to have modest growth while RTD’s and spirits take share through younger consumers drinking less than previous generations. Total Still Wine Category 109K 9lt cases, led by US with 34K cs(-6%) followed by France 21K cs (-8%) and Chile 20K cs(+14%).

Consumption Trends

Total Stil Wine growing 2.2%. US largest country of origin but Chile Australia, Italy gaining share of market while US declining.

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Sauvignon Blanc	11.91	13.47	17.5%	13.1%	4.6%
- Merlot	11.39	13.28	17.3%	16.6%	19.1%
- Chardonnay	7.66	8.80	11.4%	14.9%	11.3%
- Pinot Gris/Pinot Grigio	6.62	7.97	10.4%	20.4%	17.4%
- Cabernet Sauvignon	6.49	6.74	8.8%	3.9%	17.0%
- Malbec	4.86	5.35	7.0%	10.1%	4.4%
- Zinfandel	2.20	2.30	3.0%	4.5%	18.1%
- Shiraz/Syrah	2.05	2.25	2.9%	9.8%	3.9%
- White Zinfandel	1.20	1.30	1.7%	8.3%	16.7%
- Pinot Noir	1.64	0.87	1.1%	-47.0%	2.2%
- Chenin Blanc	0.04	0.32	0.4%	700.0%	-2.3%
- Carménère	0.36	0.08	0.1%	-77.8%	51.6%
- Pinotage	0.01	0.08	0.1%	700.0%	-
- Other Varietals	18.17	14.09	18.3%	-22.5%	-15.3%

Source: IWSR

*<https://openfactbook.org/>

Trading Notes for Wineries

One of the few markets where white wine is more consumed than Red.

Balanced distribution of volume with the off-premise sector (54% of vol) is driven by Massy Supermarkets, A1 Supermarkets (formerly Carlton and Emerald City) Jordan's, TriMart, Pricemart, Cost U Less.

On-premise (46% of vol) driven by premium and luxury restaurant offerings. Barbados has some of the highest purchasing power in the Caribbean expanding the consumer base for premium wine and not solely relying on tourism for depletions in this category.

Market Insights

- Largest supermarket chains are regional companies.
 - Massy (Trinidad)
 - Pricemart (US owned, largest office in Panama, HQ San Diego CA)
 - Cost U Less (Canada owned, largest office in BVI, regional office in Boca Raton FL).
 - These will be the volume drivers but will need to understand decision-making and gatekeepers for Barbados.
- There are key on-premise individuals in the market that own iconic restaurants in the market
- Look for support through education and staff training
- Will be interested in building wine lists with special items that are not as commercial
- The high tax structure compounds to a very high consumer price

Taxes, Shipping and Terms

- \$1.00 USD = \$2.00 BBD
- All duties and taxes in Barbados are calculated based on the CIF (Cost, Insurance, and Freight) value of the shipment
- **Import Duties**
- Customs Duty
 - Still wine BBD\$2.64 per liter (USD\$1.32)
 - 750ml = BBD\$1.98 (USD \$0.99)
 - Sparkling wine BBD\$5.50 per liter (USD\$2.75)
- Excise Taxes
 - Still Wine \$4.80 (USD\$2.40) per liter
 - 750ml = BBD\$3.60 (USD \$1.80)
- Environmental Levy (1% of CIF)
- VAT Tax 17.5%
- CIF + Duty + Excise = VAT Tax Base

Required Documentation

- Detailed Commercial Invoice (with FOB prices clearly separated from shipping/insurance costs)
- Bill of Lading (B/L)
- Certificate of Origin/ Certificate of Free Sale (TTB)

Pricing Guidelines for Importers

	USD	BBD
	\$ 1.00	\$ 2.00
750 ml Bottle Price CIF	\$ 10.00	\$ 20.00
Import Duty fixed per volume	\$ 0.99	\$ 1.98
Excise Taxes fixed per volume	\$ 1.80	\$ 3.60
Environmental Levy 1% of CIF	\$ 0.10	\$ 0.20
VAT Base = CIF + Customs + Excise + Env Levy	\$ 12.89	\$ 25.78
VAT 17.5%	\$ 2.26	\$ 4.51
Landed Price per bottle	\$ 15.15	\$ 30.29
Distributor Mark Up 25% to 35% (using 30%)	\$ 4.54	\$ 9.09
List Price	\$ 19.69	\$ 39.38
Retailer Mark Up 30% to 40% (using 35%)	\$ 6.89	\$ 13.78
Shelf Price	\$ 26.58	\$ 53.16

Notable Importers

- Stansfeld Scott Barbados
- Bryden Stokes Limited
- Platinum Wines (R.L. Seale & Co. Ltd.)
- Massy Distribution (Barbados) Ltd.
- Trident Wines Inc.
- Acado (Barbados) Limited(formerly Hanschell Inniss)
- Armstrong Agencies Ltd.
- Hotel Food Supplies (Barbados) Ltd.
- Niven Wholesale & Distribution Ltd.

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

Price Tiers

Category	2024 (000s9L Cases)	2025 (000s9L Cases)	Market Share	CAGR 2024-25	Price Range BBD\$)
Ultra-Premium	0.19	0.35	0.3%	84.2%	204.87 to 266.25
Super-Premium	0.70	2.15	2.0%	207.1%	160.10 to 204.86
Premium	9.90	10.45	9.5%	5.6%	107.44 to 160.09
Standard	57.46	58.10	53.1%	1.1%	34.84 to 107.43
Value	38.80	38.40	35.1%	-1.0%	26.64 to 34.83
Still Wine	107.05	109.45	100.0%	2.2%	

Cultural Awareness and Considerations

- Barbados is a premium destination for US, British and Canadian tourism but also for other Caribbean Islands.
 - Wealthy Caribbean residents will vacation in Barbados creating an opportunity to gain share of mind with high-net-worth individuals regionally and position premium California Wines.
- Main areas for wines will be the restaurants around St Laurence Gap, Limegrove Luxury Shopping Mall and along the west coast as well as very traditional restaurants like Changers and The Cliff with incredible views of the ocean.
- There are about 1,500 rum shops that sell beer and spirits mostly and will have a selection of affordable, mostly sweet wines.
 - These are micro-distribution hubs that function as neighborhood stores/bars
- The most important event in the island is Crop Over that happens in the months of July and August. Their equivalent of Carnival season in other Caribbean countries.
 - Consumption focused on beer and rum, but opportunities for brands to partner with restaurants for events and promotions.

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