DOING BUSINESS IN GUYANA

Population 800K I GDP Growth 43% (*est. 2024) I GDP PC $70K |
Still Wine Imports 14K 9 liter cs

Fastest growing economy in the world driven by oil and gas boom. Strengthening financial sector; large bauxite and gold resources. Infrastructure build out bringing in high earing executives. Guyanese citizens who had emigrated to other countries and coming back to take part of the economic growth. Culturally comparable to other Caribbean markets than South American neighbors. Very porous borders lead to parallel problems. Opportunity to develop US wine as premium producer.

Wine in Guyana

Total Addressable Market

Total Still Wine Category 14K 9 lt cases, imported led by Chile with 8K cs(+4%) followed by France 1.4K cs (+65%) and Australia 1.2K cs(+5%). US wine imports under 1 K cs (+18% second largest county of origin growth.

Consumption Trends

Total still wine category growing (+9%) with local wine brand Banko (sweet, rice-based) a staple for value consumer. Local wines represent 250K 9 lt cases

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Merlot	1.37	2.89	24.6%	110.9%	39.4%
- Cabernet Sauvignon	3.13	2.43	20.7%	-22.4%	5.5%
- Chardonnay	0.67	0.79	6.7%	17.9%	10.5%
- Sauvignon Blanc	0.99	0.67	5.7%	-32.3%	12.0%
- Malbec	0.55	0.51	4.3%	-7.3%	16.3%
- Pinot Noir	0.31	0.23	2.0%	-25.8%	30.8%
- Shiraz/Syrah	0.70	0.20	1.7%	-71.4%	-4.4%
- Pinot Gris/Pinot Grigio	0.07	0.08	0.7%	14.3%	32.0%
- Zinfandel	0.06	0.07	0.6%	16.7%	47.6%
- White Zinfandel	0.05	0.06	0.5%	20.0%	43.1%
- Other Varietals	3.06	3.82	32.5%	24.8%	-0.4%

Source: IWSR

*https://openfactbook.org/

Trading Notes for Wineries

The off-premise represents 92% of wine consumption. This reflects the opportunity to develop on-trade channel through wine training and education.

On-premise represents 8% of wine consumption with increasing consumption occasions that will support gradual premiumization and an integration into a broader lifestyle and social experiences. Wine is still viewed as a luxury and largely consumed by affluent consumers.

Market Insights

- Strong spirits driven market with award winning local rum brands (El Dorado) and beer dominating social consumption occasions.
- Chile and Argentina benefit from proximity and favorable economic agreements.
- California Wines should focus on premium wine development in the on-premise channels and build on distribution in Georgetown (capital) retail.
- High duties and taxes on imported alcohol compound price pushing mid-tier California price points into premium price point.
- Major distributors investing heavily on infrastructure development to handle delicate products like wine that need temperature-controlled environments.

Taxes, Shipping and Terms

- No trade agreement with US
- Duties and taxes in Guyana are calculated based on the CIF (Cost, Insurance, and Freight) value of the shipment
- USD $1 = GYN$ 209.21
- **A. Import Duty (CET) 100% Ad Valorem**
- **B. Excise Tax 40% Ad Valorem**
    - CIF +Import Duty * 40%
- **C. Environmental Levy**
    - Aprox USD $0.05 per bottle
- **D. Value Added Tax (VAT) 14%**
    - (CIF + Import Duty +Excise Tax + Environmental Levy) x 14%

Notable Importers

- Brydens Guyana Inc.
- ANSA McAL Trading (Guyana) Ltd.
- Massy Distribution (Guyana) Inc.
- Winedaysgy
- Top Brandz Distributors

Pricing Guidelines for Importers

	USD	GYN
	$ 1.00	$ 209.21
Bottle Cost CIF	$ 10.00	$ 2,092.10
	$ 10.00	$ 2,092.10
Accumulated Tax Base (CIF + CET)	$ 20.00	$ 4,184.20
•B. Excise Tax 40% Ad Valorem	$ 8.00	$ 1,673.68
Accumulated Tax Base (CIF + CET +Excise Tax)	$ 28.00	$ 5,857.88
•C. Environmental Levy USD$0.05 per bottle	$ 0.05	$ 10.46
Accumulated Tax Base (CIF + CET +Excise Tax + Envt'l)	$ 28.05	$ 5,868.34
•D. Value Added Tax (VAT) 14%	$ 3.93	$ 821.57
Port Clearance, Handling, and Excise Stamp Costs P/Btl	$ 1.50	$ 313.81
Landed Cost	$ 33.48	$ 7,003.72
Distributor Mark Up aprox 25%	$ 8.37	$ 1,750.93
List Price	$ 41.85	$ 8,754.65
Retailer Mark Up aprox 30%	$ 12.55	$ 2,626.39
Shelf Price	$ 54.40	$ 11,381.04

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 (000s 9L Cases)	2025 (000s 9L Cases)	Market Share	CAGR 2024–25	Price Range (GYN$)
Premium	0.60	0.70	5.0%	16.7%	11,245.80 to 21,114.55
Standard	11.55	12.50	89.3%	8.2%	4,080.11 to 11,245.79
Value	0.70	0.80	5.7%	14.3%	1,020.03 to 4,080.10
Still Wine	**12.85**	**14.00**	**100.0%**	**8.9%**	

There is very few offerings in the luxury wine category currently.

Cultural Awareness and Considerations

- The Guyana's are three countries between Venezuela and Brazil. Suriname (former Dutch Guyana), French Guyana, and Guyana (former British Colony).
- Culturally diverse: East Indian 39.8%, African descent 29.3%, mixed 19.9%, Indigenous 10.5%, other 0.5%
- English is the official language, but Guyanese Creole, Amerindian languages, Indian (including Caribbean Hindustani) and Chinese also spoken.
- To protect brand equity and avoid sticker shock with compounded taxing system, position your portfolio a premium aspirational product.

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