



DOING BUSINESS IN HONDURAS

Population 9.5 M | GDP Growth 3.6% (*est. 2024) | GDP PC \$6.6K (PPP)
| Still Wine Imports 142K 9 lt cs

CAFTA-DR founding member with wide income inequality, concentrating wine demand among an affluent, urban minority. Remittances exceed 25% of GDP and fuel aspirational spending. Security costs and a large informal economy limit formal retail growth; expanding supermarket chains are widening wine access.

Wine in Honduras

Total Addressable Market

Total Still Wine Category 142K cs (-8%) led by Chile with 78K cs (+1%), followed by Spain 16K cs (-31%) and Argentina 14K cs(-8%). US Wine imports 13K cs (-14%).

Consumption Trends

Wine is small but fast-growing, behind beer and rum, led by mid/high-income urban consumers 30+ in Tegucigalpa and San Pedro Sula.

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Cabernet Sauvignon	32.24	29.37	27.7%	-8.9%	20.1%
- Merlot	19.12	19.26	18.2%	0.7%	13.6%
- Malbec	9.02	9.28	8.8%	2.9%	9.6%
- Sauvignon Blanc	10.60	8.12	7.7%	-23.4%	1.4%
- Carménère	5.93	6.90	6.5%	16.4%	47.7%
- Chardonnay	5.12	3.28	3.1%	-35.9%	2.0%
- Pinot Gris/Pinot Grigio	3.22	2.96	2.8%	-8.1%	44.5%
- Shiraz/Syrah	1.99	0.53	0.5%	-73.4%	9.9%
- Pinot Noir	0.49	0.23	0.2%	-53.1%	-3.2%
- White Zinfandel	0.20	0.15	0.1%	-25.0%	8.4%
- Zinfandel	0.20	0.10	0.1%	-50.0%	0.0%
- Other Varietals	19.11	24.42	23.1%	27.8%	0.1%

Source: IWSR

*<https://openfactbook.org/> ; UN Comtrade (trendeconomy.com)

Trading Notes for Wineries

Off-premise volume (78%) is led by expanding supermarket chains (La Colonia, Walmart-affiliated) that now carry dedicated wine sections and are the primary growth channel. Traditional pulperias (neighborhood stores) dominate outlet count but are contracting due to security issues and are not a wine channel.

On-premise is recovering with restaurant/bar spend up; Bay Islands (Roatan) tourism supports a smaller HORECA opportunity than in Costa Rica or the DR.

Market Insights

- CAFTA-DR (in force since 2006) gives California wine 0% import duty with a Certificate of Origin, matching Guatemala/Costa Rica/Panama treatment.
- Illicit/contraband alcohol is 23% of the total beverage market; a large informal sector (73% of workers) creates parallel-import exposure.
- Wine skews to higher-income, educated urban consumers - a narrow but growing target, with rising interest among women favoring lighter styles.
- Distributors like Kuattro, COESA and Vinos y Licores Internacionales anchor premium retail accounts and can host brand activation.
- After a disruptive presidential election in 2025 to the alcohol beverage industry, the category is expected to recover.
- Consumer is curious about the wine category, but it is still aspirational for most of the population.
- Controlling smuggling is a critical issue as contraband is eroding established distributors route to market, including the on premise.
- Premium and above price points will remain resilient, particularly among the affluent consumer in Tegucigalpa (capital) and tourist areas of Roatan and San Pedro Sula.

Taxes, Shipping and Terms

- Under CAFTA-DR, California wine enters duty-free with a Certificate of Origin (DAI = 0%).
- All duties and taxes are calculated on the CIF (Cost, Insurance, and Freight) value, then converted to Lempiras (HNL) for assessment (L26.85 = US\$1).
- A. Selective Production & Consumption Tax (ISC)
- Wine: ~L9.68 per liter, indexed annually to CPI (capped at 6%/yr)
- Assessed at customs on volume, independent of price
- B. Sales Tax (ISV)
- 18% for alcoholic beverages (vs. standard 15% on most goods)
- Calculated on CIF + Duty + ISC

- **Regulatory Compliance and Barriers**
- CAFTA-DR Certificate of Origin required for zero duty
- SENASA registration/certificates for imported beverages
- Business licensing can take several months; Honduras ranks 157th/180 on Transparency International's Corruption index (2022)
- Reconcile container counts with partners - inventory discrepancies reported at Puerto Cortes

Notable Importers

Vinos y Licores HN
Kuattro Distribuidores
Distribuidora COESA
Con Vino Honduras
Supermercados La Colonia
Distribuidora Istmania S.A.

Pricing Guidelines for Importers

Tax Component	Calculation Formula	\$1.00 USD	HNL 26.85 HNL
CIF Value		\$10.00	HNL 268.50
DAI (Import Tariff)	\$10.00 x 0% (CAFTA-DR)	\$0.00	HNL 0.00
ISC (Selective Consumption Tax)	Wine: 0.75L x HNL 9.68/liter	\$0.27	HNL 7.26
ISV Tax Base	CIF \$10.00 + ISC \$0.27	\$10.27	HNL 275.76
ISV (Sales Tax) 18%	\$10.27 x 18% (alcohol rate)	\$1.85	HNL 49.64
Total Taxes at Customs	DAI \$0 + ISC \$0.27 + ISV \$1.85	\$2.12	HNL 56.90
Landed Cost at Customs	CIF + Total Taxes	\$12.12	HNL 325.40
Local Port and Logistics	Customs Broker, transport to Warehouse	\$1.00	HNL 26.85
Landed at Warehouse		\$13.12	HNL 352.25
Distributor Margin	35%	\$4.59	HNL 123.29
List Price		\$17.71	HNL 475.54
Retailer Margin	30%	\$5.31	HNL 142.66
Final Consumer Shelf Price	List Price + Retailer Margin	\$23.02	HNL 618.20

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 HNL\$
Prestige	0	0	0%	-43%	2,955.01 to 5,250.00
Ultra-Premium	0	0	0%	55%	1,798.51 to 2,955.00
Super-Premium	3	3	2%	-12%	1,215.01 to 1,798.50
Premium	10	9	6%	-10%	701.76 to 1,215.00
Standard	108	104	74%	-4%	330.01 to 701.75
Value	27	23	16%	-16%	112.51 to 330.00
Low-Price	6	3	2%	-50%	112.50 and under
Still Wine	154	142	100%	-8%	

Cultural Awareness and Considerations

- Honduras is CAFTA-DR's founding member alongside Guatemala, Costa Rica, El Salvador, Nicaragua and the DR - the regional requirements (Certificate of Origin, Spanish labeling) largely transfers from neighboring Institute markets.
- Remittances (over 25% of GDP) underpin an emerging middle class increasingly drawn to wine as a lifestyle marker.
- Security issues and a large informal economy are realities that need to be considered by importers.
- Varietal knowledge is still developing; tastings and staff education will accelerate category growth, as seen regionally.

Contact Information

Juan Botero
Director LATAM & Caribbean
jbotero@wineinstitute.org
786.488.9116

