



DOING BUSINESS IN JAMAICA

Population 2.9M | GDP Growth -1.4 % (*est. 2025) | GDP PC \$36K |
Still Wine Imports 201K 9lt cs

Economy Tourism and remittances together generate over half of foreign exchange earnings, with bauxite/alumina and agriculture (7.5% of GDP). Hurricane Melissa's catastrophic October 2025 landfall (damage equal to 56.7% of 2024 GDP) is still working through the economy, making this a recovery-phase market.

Wine in Jamaica

Total Addressable Market

Total Still Wine Category 201K 9lt cases (-17.4%), led by Spain with 61K cs(-34%) followed by Chile 37K cs (+9%) and US 30K cs(-18%) .

Consumption Trends

While recovery is underway, full restoration expected by Q1 2027. Tourism base concentrated in Montego Bay, Ocho Rios and Negril.

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Merlot	18.40	15.02	15.2%	-18.4%	3.6%
- Cabernet Sauvignon	12.23	11.76	11.9%	-3.8%	14.1%
- Chardonnay	12.44	11.08	11.2%	-10.9%	4.7%
- Sauvignon Blanc	12.25	8.84	9.0%	-27.8%	8.5%
- Pinot Gris/Pinot Grigio	10.04	8.20	8.3%	-18.3%	15.6%
- Malbec	3.52	2.70	2.7%	-23.3%	-1.6%
- Zinfandel	1.95	1.70	1.7%	-12.8%	5.5%
- Shiraz/Syrah	2.01	1.35	1.4%	-32.8%	-11.1%
- White Zinfandel	1.35	1.15	1.2%	-14.8%	7.5%
- Pinot Noir	0.67	0.64	0.6%	-4.5%	-12.1%
- Carménère	0.52	0.43	0.4%	-17.3%	112.2%
- Chenin Blanc	0.29	0.36	0.4%	24.1%	-19.3%
- Pinotage	-	0.02	0.0%	-	-27.5%
- Other Varietals	31.88	35.28	35.8%	10.7%	-3.6%

Source: IWSR

Trading Notes for Wineries

The off-premise sector (50% of vol) lead by PriceSmart warehouse club. Importers Select Brands and Caribbean Producers Jamaica account for most of the volume in this channel

On-premise (50% of vol) Red blends have become more widely popular among local consumers. Rosé is increasingly popular with women. Value and standard price points make up most of the consumption in the market.

Premiumization is happening in Kingston and the North Coast resort area.

Market Insights

- One of the most complex and highest duty structures in the Caribbean
- Ad Valorem tax structure rewards premium products
- The addressable premium-buyer base is small and concentrated in Kingston professionals, resort expats and tourists
- Tonic and Ginger wine are popular with local consumers. These are perceived to have functional benefits (aphrodisiac qualities).
 - These are affordable and widely available

Taxes, Shipping and Terms

- \$1 USD = \$158.22 JMD
- Duties and taxes in Bahamas are calculated based on the CIF (Cost, Insurance, and Freight) value of the shipment
- **Import Duties**
- 40% of CIF Value
- Stamp Duty – Supplemental ad valorem on top of import duty.
 - Varies by product category
 - Check with importer at time of shipment
- Special Consumption Tax
 - J\$1,400 per liter of alcohol
 - Ex: 750 ml wine with 12% abv pays J\$131.25 (USD\$0.83) per bottle
- General Consumption Tax 15%
 - (CIF+Import Duty+SCT) X 15%
- Compliance Fee + Environmental Levy
1.1% of CIF

Notable Importers

- Select Brands Limited(Ringtail Holdings)
- Caribbean Producers Jamaica Ltd. (CPJ)
- Betco Premier Ltd.
- Harbour Wines and Spirits(GraceKennedy Foods)
- Massy Distribution (Jamaica) Ltd.(Formerly H.D. Hopwood & Co.)
- J. Wray & Nephew Limited(Campari Group)
- Chas. E. Ramson Limited
- NK Wholesale Limited

Pricing Guidelines for Importers

	USD	JMD
	\$1.00	\$158.22
750 ml Bottle Price CIF	\$10.00	1582.2
Import Duty 40%	\$4.00	\$632.88
Special Consumption Tax J\$131.25 (USD\$0.83) per bottle 750 ml 12% abv	\$0.83	\$131.25
General Consumption tax 15% (CIF +Duty+SCT)	\$2.22	\$351.96
Landed Cost	\$17.05	\$2,698.29
Distributor Margin 35%	\$9.18	\$1,452.93
List Price	\$26.24	\$4,151.22
Retailer Margin 40%	\$17.49	\$2,767.48
Shelf Price	\$43.73	\$6,918.69

Compliance Fee/Environmental Levy omitted from this table for simplicity.
Add 1.1% of CIF for a fully loaded figure.

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 JMD\$
Ultra-Premium	0.51	0.31	0%	-39%	12,908.94 to 24,000.00
Super-Premium	1.98	2	1%	1%	8,034.72 to 12,908.93
Premium	29.14	27.38	14%	-6%	4,776.00 to 8,034.71
Standard	120.29	104.92	52%	-13%	1,997.37 to 4,775.99
Value	90.92	65.92	33%	-28%	1,997.37 to 4,775.99
Still Wine	242.89	200.58	100%	-17%	

Cultural Awareness and Considerations

- Focus on building category awareness, not just brand awareness as Jamaica has an emerging wine category that is still developing.
- Local spirits culture is very strong with iconic local Rum brands that evoke national pride
 - Wine competition is for consumption occasions
- US visitors account for approximately 72% of stayover tourism, followed by 16% Canadian and 8% UK rounding out the top markets.
- Wine Club subscription models and boutique concierge importers are developing a premium wine audience that is worth exploring

Contact Information

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

