



## Caribbean: Dairy Market

08-R-05

January 2009

538 pages

Member price \$50

### Overview

Sales of dairy products across all Caribbean markets are growing. Consumers are experimenting with different types of products, and the U.S. is benefiting from both its proximity to the Caribbean and consumer awareness of U.S. brands. This in-depth report contains a separate analysis of ten Caribbean islands, focusing on further opportunities for U.S. dairy products in this region.

### Scope of this report

- Discusses the dairy markets of Aruba, Bahamas, Barbados, Bermuda, Cayman Islands, Dominican Republic, Jamaica, Netherlands Antilles, Trinidad & Tobago, and St. Lucia
- Provides information about trends in domestic milk and dairy production
- Examines the use of dairy products in the retail and food service sectors
- Identifies competing supplier countries, presenting the current situation as well as potential future developments

### Research and analysis highlights

- Supply dynamics in the Caribbean are largely in a state of flux; as retailers become more organized and business savvy, they are increasingly comfortable dealing directly with brand owners
- Television stations in **Bermuda** pick up more than 60 U.S. channels via satellite. This has a strong influence on consumption trends, since locals are flooded with advertising for U.S. products
- The **Caymanian** consumer, who has more disposable income than his counterparts throughout the rest of the Caribbean, recognizes and values well-known U.S. brands
- Retailers use flyers to communicate promotional offers and product benefits to consumers. A planned effort to be included in such flyers could be a worthwhile approach to gaining strength in the retail market

### Top three reasons to read this report

- Learn why greater flexibility is recommended for gaining long-term market share in this region
- Understand the tariff situation and other barriers to importing dairy products to each island
- Get volume forecasts for various dairy products by country through 2010