

22 September 2026



Session n°22:

Exploring international and intra-regional market opportunities for Caribbean agrifood MSMEs



Caribbean Agrifood Business Series ...



Funded by
the European Union

From Trade Data to Market Decisions

IDENTIFYING AND ACCESSING MARKET
OPPORTUNITIES FOR CARIBBEAN AGRIFOOD
MSMES





Reading the market: from opportunity to market access

Exploring international and intra-regional opportunities for Caribbean agrifood MSMEs

Trade data can tell us where opportunities are emerging.
Market intelligence helps determine whether they are the right opportunities for your business.



Where is the market?



Where is the potential?



Can I compete there?



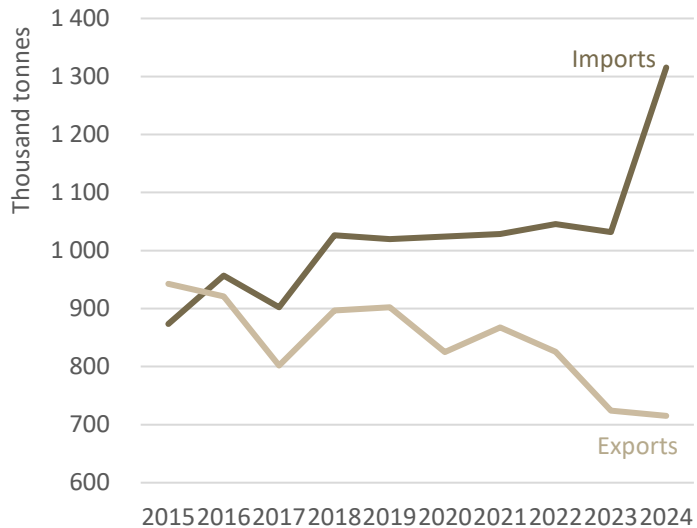


What does a decade of trade data tell us?

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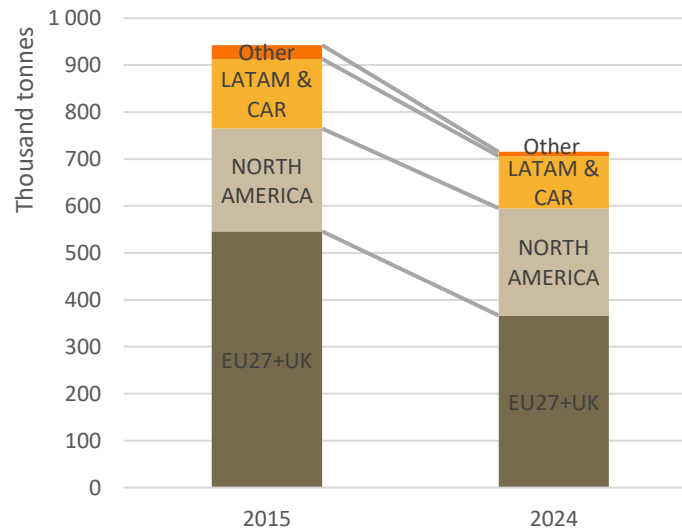
Three signals from Caribbean trade data

Imports substantially exceed exports.



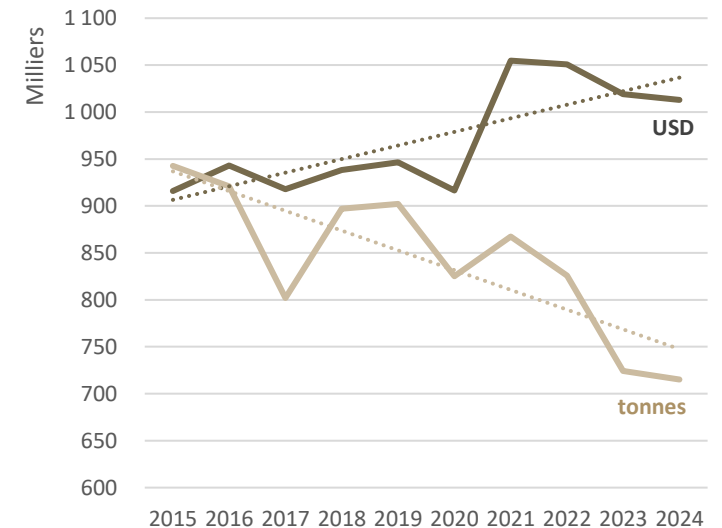
Exports: 0.7M t / US\$1.0 bn
Imports: 1.3M t / US\$1.7 bn
Imports represent existing demand — and potential substitution opportunities.

Export destinations are changing.



North America has gained importance while Europe remains a major destination.

Export value and volume are not moving in the same way.



What is exported is changing — not only how much.



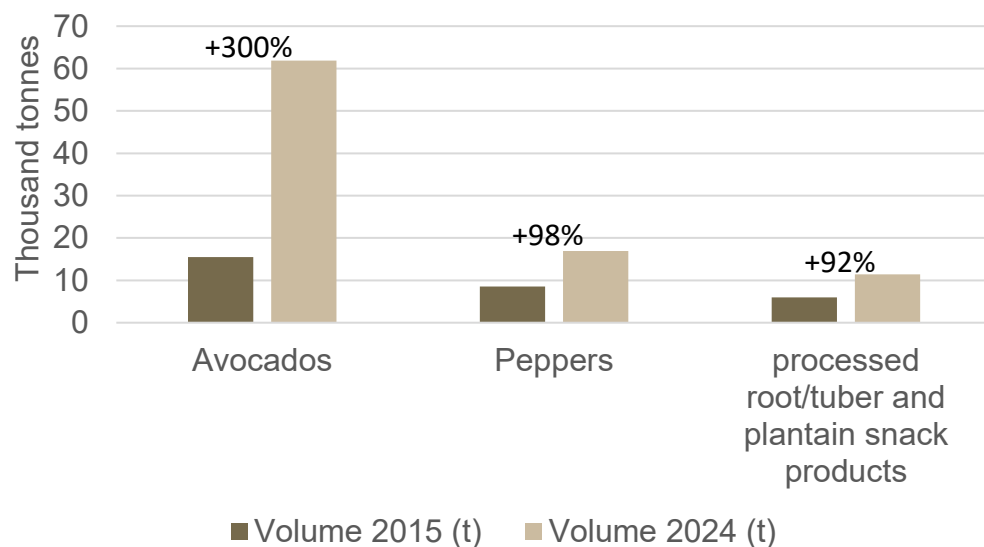
Opportunities appear on both sides of the trade balance



Imports also reveal market opportunities

Export momentum

Which Caribbean products are gaining?

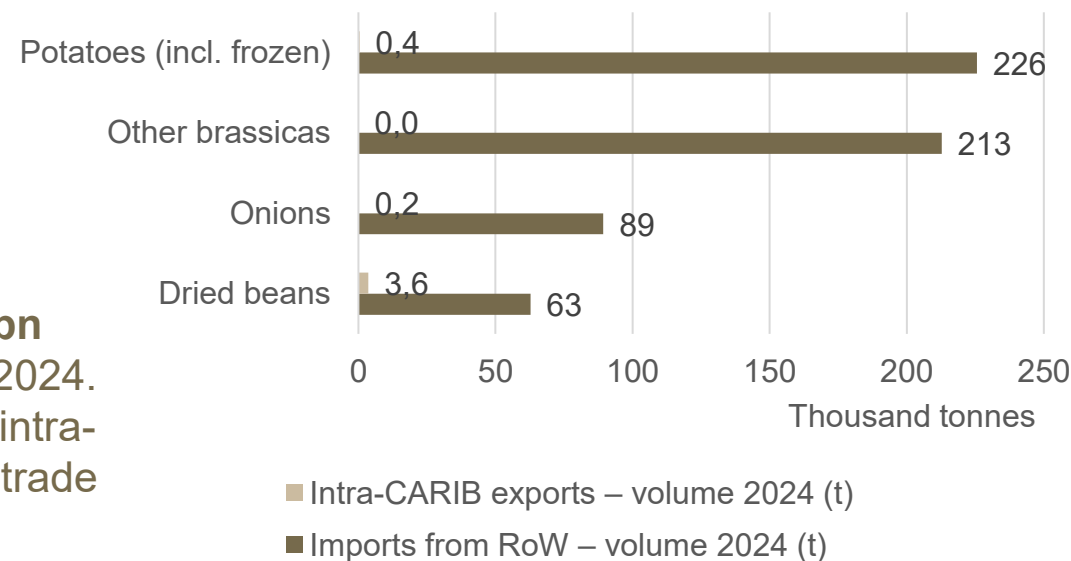


Growth can reveal emerging opportunities that are less visible in today's export ranking.

Regional demand

What is the region already buying?

US\$1.7bn
imports in 2024.
US\$156m intra-Caribbean trade



Imports reveal an established market, not a guaranteed opportunity.

**Can regional producers compete on:
quality • price • volume • reliability • timing?**





Regional markets as a platform for growth

Regional markets can help MSMEs build capabilities for more demanding markets



CAPABILITY BUILDING

- Build production volumes
- Improve consistency
- Strengthen quality and food-safety systems
- Professionalise packaging and logistics
- Develop buyer relationships
- Gain experience with buyer specifications and contracts

AS THE COMPETITIVE THRESHOLD RISES:

- More competing suppliers
- Stricter specifications
- Higher compliance costs
- More demanding logistics
- Stronger buyer requirements

A regional market can be valuable not only as a destination, but also as a place to build the capabilities required for more demanding markets.





Is this opportunity actually accessible?

An attractive market is not necessarily an accessible market

1. CAN I ENTER THE MARKET?

Legal & regulatory

- SPS / phytosanitary requirements
- Food safety
- MRLs / contaminants
- Tariffs
- Labelling

2. CAN I MEET THE BUYER'S REQUIREMENTS?

Commercial

- Quality & specifications
- Volumes & consistency
- Certification
- Packaging
- Traceability

3. CAN I DELIVER COMPETITIVELY?

Logistics & economics

- Freight
- Shipment size
- Lead time
- Cold chain / shelf life
- Landed cost

**Market size tells you there may be an opportunity.
Compliance, buyer requirements and landed cost tell you whether it is an opportunity for your business.**





Turn market information into a decision

Use market intelligence to choose your next market

1 IDENTIFY

Where is demand growing?

- Imports
- Export growth
- Market trends
- Changing trade flows



2 COMPARE

Which markets offer the best fit?

- Market size & growth
- Destinations
- Competitors
- Regional vs international



3 VERIFY

Can my business access and supply this market?

- Regulatory requirements
- Buyer requirements
- Logistics
- Landed cost



4 TEST

Start with a realistic product-buyer-market combination

Explore the data yourself using
COLEAD Market Insights dashboards :
<https://colead.link/analytics/>



For EU regulatory requirements
and changes: AGRINFO
<https://agrinfo.eu/>



**Choose a market that fits your business today —
and helps you build the capabilities you need for tomorrow.**





Thank you

Thank you

