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Report Highlights:

In 2024, the United States retained its position as the leading exporter of agricultural and related products to Jamaica, exporting approximately \$650 million in bulk, intermediate, and consumer-oriented goods. Jamaica's strong tourism sector, combined with domestic demand, continues to make it a ripe market for U.S. suppliers, particularly for consumer-oriented products. In 2024, U.S. consumer-oriented products, which accounted for nearly 46 percent of total U.S. sales to Jamaica and rose 2 percent year-on-year, represented the largest product category with over \$290 million in shipments.

Executive Summary

Jamaica is an upper middle-income country, with a Gross Domestic Product (GDP) of \$21 billion in 2024, according to the International Monetary Fund¹. Despite sound economic governance, the World Bank continues to rank Jamaica among the slowest-growing economies in Latin America and the Caribbean. Tourism and agriculture are important drivers of the country's economy contributing approximately 30 percent and 8 percent to GDP respectively. The major agricultural crops in the country are sugarcane, bananas, coffee, citrus, cocoa, pimento, potatoes, onions, vegetables and poultry. The United States, which supplies consumer-oriented, bulk, and intermediate products, is Jamaica's main trading partner,

Total Consumer-Oriented Exports to Jamaica

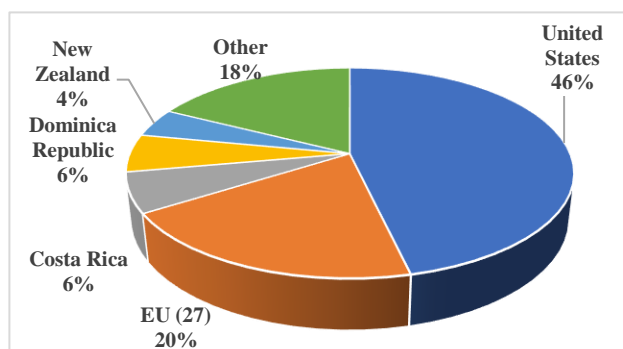


Figure 1: Top Exporting Countries to Jamaica

Food Retail Industry

The Jamaican retail sector continues to modernize and expand, fostering increasing sales of a wide range of U.S. food and beverage products. Around 40 percent of total food imports are channeled through retail outlets such as supermarkets, convenience stores, and small "mom-and-pop" shops.

Food Processing Industry

Jamaica's food processing sector is relatively under-developed and most of the ingredients used in the food industry are imported directly by food processors. Approximately 30 percent of raw materials and food ingredients used by local food processors are obtained from local suppliers and 70 percent from imports.

Food Service Industry

The food service industry consists of restaurants, shops, catering companies and fast-food establishments, which have grown in recent years. Currently, roughly 60 percent of food imports are channeled to this subsector. There is significant growth potential in this industry, considering strong and consistent government investment in the tourism sector. U.S. food and beverages are still preferred as local consumers get accustomed and also foreign tourists, half of which visit from the United States, demand U.S. food and beverages.

Quick Facts CY 2024

Total Imports of Consumer-Oriented Products -US \$ 699 million

List of Top 10 Growth Products

- | | |
|--------------------------------|------------------------------------|
| 1. Eggs and Products | 6. Beef & Beef Products |
| 2. Dairy Products | 7. Fruits & Vegetable Juices |
| 3. Bakery goods, cereal, pasta | 8. Distilled Spirits |
| 4. Food Preparations | 9. Condiments & Sauces |
| 5. Poultry Meats & Products | 10. Non-Alcoholic Bev. (ex. Juice) |

Food Industry by Channels (U.S. million)

Retail Food Industry	\$150
Food Service-HRI	\$270
Food Processing	\$190
Food and Agriculture Exports	\$298

Top 10 Host Country Retailers (by sales)

1. Progressive Grocers
2. Hi-Lo Food Stores
3. PriceSmart
4. Megamart
5. Everything Fresh
6. Sampars Cash & Carry
7. General Foods
8. Master Mac Food Store
9. Spanish Grain Stores
10. Super Plus

GDP/Population

Population (millions): 2.826
 GDP (billions USD): \$21.41
 GDP per capita (USD): \$7,780

Sources: USDA/GATS; Trade Data monitor, Statistical Institute of Jamaica; World Bank, Ministry of Tourism- Jamaica; Planning Institute of Jamaica

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Proximity to the United States	Higher prices for some U.S. products compared to competitors
Strong demand for U.S. products	
Opportunities	Threats
Seasonality of domestic production	Competition from EU and CARICOM trade agreements
Growth in Jamaica's tourism sector	Overly strict import requirements that protect local industry

¹ <https://www.imf.org/external/datamapper/profile/JAM>

SECTION 1: Market Overview

Jamaica is the largest English-speaking Caribbean nation with a population of 2.9 million people. It is the third-largest island in the region located 90 miles south of Cuba, 100 miles south-west of Haiti and 600 miles south of Florida. Jamaica's economy is driven predominantly by the service sectors, such as tourism, which powers the GDP by over 70 percent. Agriculture also drives the economy, contributing around 8 percent to GDP while providing employment for a large portion of the workforce.

The World Bank reports that Jamaica's economic outlook is positive as it continues to rebound from managing huge levels of public debt.² However, the multinational financial institution forecasts that economic growth will likely remain modest as the country grapples with challenges such as below-average output across key sectors, narrow economic base and over dependence on tourism.

Jamaica has maintained a long-standing relationship with the United States, which is the country's key trading partner. The country is a net importer of food, a significant portion of which is bought from the United States. These food and beverage imports supplement domestic food production to satisfy both local and tourist demands. In addition, Jamaica's proximity to the United States and the exposure of Jamaicans to U.S. culture, encourage the population to consume U.S. products.

Advantages and Challenges

Historically, Jamaican importers conduct strong business with the United States, due to short product transit time and established reputation for high-quality products and superior service. Many local importers have indicated that while they are able to source a wide variety of products from non-U.S. suppliers, only few suppliers can match the product quality and reliability offered by U.S. suppliers. The table below highlights some of the advantages and challenges facing U.S. exporters in Jamaica.

² <https://www.worldbank.org/en/country/jamaica/overview#:~:text=Jamaica%2C%20home%20to%202.9%20million,lower%20than%20that%20of%20men>

Table 1: Advantages and challenges for U.S. exporters

Advantages	Challenges
Geographical proximity increases ease of transporting products to Jamaica and exposure to U.S. culture	Population is relatively small, therefore quantities for some products may be small and may not fill a shipping container Restriction on the imports of some products such as pork, poultry, and produce
Seasonality of domestic food production coupled with inconsistent quality and quantity of local food products, create opportunities for imports to fill these gaps	Limited disposable income of the Jamaican consumer and heightens the demands for U.S. products
U.S. fast food franchises make up about 50 percent of Jamaica’s fast-food subsector which continues to expand	Trade agreement between the Caribbean and the EU facilitates increased competition from Europe
Majority of tourists visiting Jamaica are U.S. citizens, this creates a demand for U.S. food and beverage products	Higher prices for U.S. products (e.g. wines, beers, and frozen french fries) which have resulted in U.S. products losing market share to cheaper products from EU, Canada and Latin America

SECTION II: Exporter Business Tips

It is recommended that U.S. exporters entering the Jamaican market perform in-depth market research to identify potential niches and develop an effective marketing plan. As part of the plan, the U.S. exporter should contact local importers or distributors who serve as the principal intermediaries between exporters (i.e. suppliers) and local consumers (i.e. buyers). The local importers or distributors have wide access to the food and beverage markets, possess warehouse facilities, and frequently manage a relatively large inventory.

Some products are prohibited, barred or banned from entering Jamaica. Therefore, U.S. exporters should verify that products are eligible for entry into Jamaica prior to shipping. For additional information about food exporting requirements to Jamaica, please review the [Jamaica FAIRS Country](#)³ and [Jamaica FAIRS Export Certificate](#)⁴ reports.

The tips below should also be noted:

- Jamaica importers prefer exclusive distributorship agreements, although exporters can work with one or more importers provided the market segment for each importer is properly identified.

³ https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Kingston_Jamaica_JM2024-0002.pdf

⁴ https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Kingston_Jamaica_JM2024-0003.pdf

- U.S. exporters are advised to require payment of goods via letter of credit, especially for initial transactions. Credit terms may be extended to the importers after conducting a thorough background and credit investigation, and after payment habits have been established.
- Some Jamaican importers maintain purchasing offices in the United States and consolidate their shipments in Florida and Georgia.
- U.S. exporters are encouraged to maintain close contact with their Jamaican importers as Jamaicans value trust and personal relationships. Jamaican importers view regular market visits favorably and treats it as a sign of support.
- Jamaican consumers generally prefer smaller package sizes.
- Jamaica follows international standards (e.g. Codex Alimentarius) and generally accepts U.S. standards for food and agricultural products.

SECTION III: Import Food Standards, Regulations and Procedures

Jamaica's agriculture and food standards are governed by a variety of government agencies and organizations. The standards and regulations utilized are primarily aligned to the World Trade Organizations' rules and regulations. In general, Jamaica's regulatory agencies require health and sanitary certificates from U.S. federal or state authorities for foods, including those that are highly processed. Customs clearance is done through the [Jamaica Customs](#)⁵ and the [Jamaica Trade and Information Portal](#)⁶. These agencies provide information on tariffs and administer or manage free trade agreements. Exporters are also encouraged to check with the [Bureau of Standards](#)⁷ for information and guidelines for labeling requirements.

Suppliers entering the market, who are concerned about trademarks and patents, should be guided by the requirements from the [Jamaica Trade and Intellectual Property Office](#)⁸, which oversees Jamaica's intellectual property rights. For a full list of export and import standards and regulation details, please review [FAIRS Country](#)⁹ and [FAIRS Export Certificate](#)¹⁰ reports.

SECTION IV: Market Sector Structures and Trends

Jamaica presents major exporting opportunities for the United States, a growing tourism industry, changes in domestic tastes and preferences and food processing sectors are some of the key drivers for Jamaica's food imports, particularly from the United States. The retail, hotel, restaurant and institutional

⁵ <https://jca.gov.jm/>

⁶ <https://jamaicatradeportal.gov.jm/en-gb>

⁷ <https://www.bsj.org.jm/guidelines-labelling>

⁸ <https://www.jipo.gov.jm/node/40>

⁹ https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual_Kingston_Jamaica_JM2024-0002.pdf

¹⁰ https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Kingston_Jamaica_JM2024-0003.pdf

and food processing sectors have experienced moderate growth over the years that has translated to increased local demand for U.S. food and beverage products.

A. Retail Food sector

As the Jamaican retail sector continues to modernize and expand, sales of a wide range of U.S. food and beverage products to the country continues to climb. In 2024, Jamaica imported agricultural and related products valued at over \$1billion, of which the United States supplied 64 percent (\$646 million). Of that total, approximately 40 percent is channeled to household consumers through retail channels. Smaller retailers, such as neighborhood ‘mom and pop’ stores and convenience stores account for 20 percent of retail sales; they generally buy most or all their products from local wholesalers and distributors.

Some retailers have a slower turnaround on product sales and have limited space for storage. In contrast, supermarkets and supermarket chains account for approximately 80 percent of retail food sales and often have both local, U.S. and other offshore-based purchasing offices. Currently, PriceSmart-a U.S-headquartered company- is the only international chain in the Jamaican market; however, there are four major local chains which dominate the local market (see table 2).

Table 2: Supermarket Chains in Jamaica

Name of Supermarket Chain	Location	Number of Stores
Progressive Grocers of Jamaica	Country wide	29
Hi-Lo (Grace Kennedy)	Country wide	13
MegaMart (superstore)- some stores open 24 hours	Kingston, Portmore, Mandeville and Montego Bay	4
Super Plus	Rural Jamaica	3

B. Food Service Subsector

This subsector accounts for a major portion of the food imports in Jamaica due primarily to the large number of visitors to the island each year, most of whom are from the United States. Furthermore, the tourism industry continues to thrive with the Government planning to increase hotel room space to upwards of 20,000 over the medium term. According to Government of Jamaica statistics, 2024 was another record year for visits to the island, which increased by 5 percent year over year, earning the country \$4 billion in gross visitor [expenditure](#)¹¹. This growth in tourism is also a catalyst amplifying demand for food and beverages.

C. Food Processing Sector

Jamaican food processors directly import inputs and raw materials used in the manufacturing process. Some processors source raw materials locally while others rely on imports from international suppliers or distributors. It is estimated that around 30 percent of raw materials and food ingredients used by local food processors are obtained from local suppliers and 70 percent from imports. Food processors distribute products primarily through retailers and wholesalers, who, in turn, supply small supermarkets

¹¹ <https://www.facebook.com/TourismJA/posts/jamaicas-tourism-industry-continues-to-soar-in-2024-the-island-welcomed-some-427/1005964208231190/>

and mom and pop stores known as “corner shops.” The [Jamaica Hotel Restaurant Institution Report](#)¹² 2024, has additional details on these subsectors.

SECTION V: Agricultural and Food Imports

U.S. export prospects to Jamaica continue to expand, particularly as both tourism and HRI subsector register yearly increases.

The consumer-oriented product category leads as the top export grouping in volume and value. In 2024, Jamaica purchased almost \$700 million of consumer-oriented products, 42 percent from the United States (See figure 2). Products such as fresh and processed fruits continue to show promise with year-over-year increase of 36 percent and 20 percent respectively.

In comparison, bulk and intermediate, while less in value, still account for a large portion of U.S. agricultural exports to Jamaica. Jamaica predominantly buys U.S. corn, wheat, and soybean meal, which are important for processing of food and feed. Products such as soybean meal and oil are also largely imported from the United States. Both categories of agricultural exports grossed over \$300 million in 2024 (See figures 3 and 4).

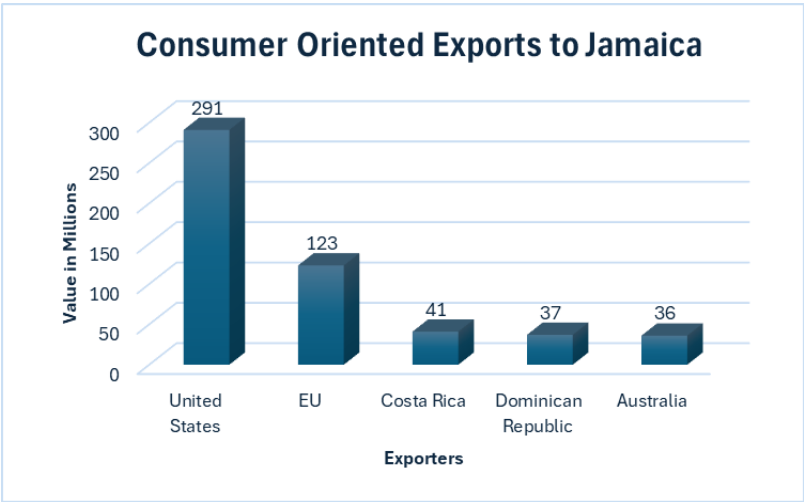


Figure 2: Chart showing top five exporters of Consumer-Oriented products to Jamaica in 2024 (US\$ Millions). Source; Trade Data Monitor, LLC

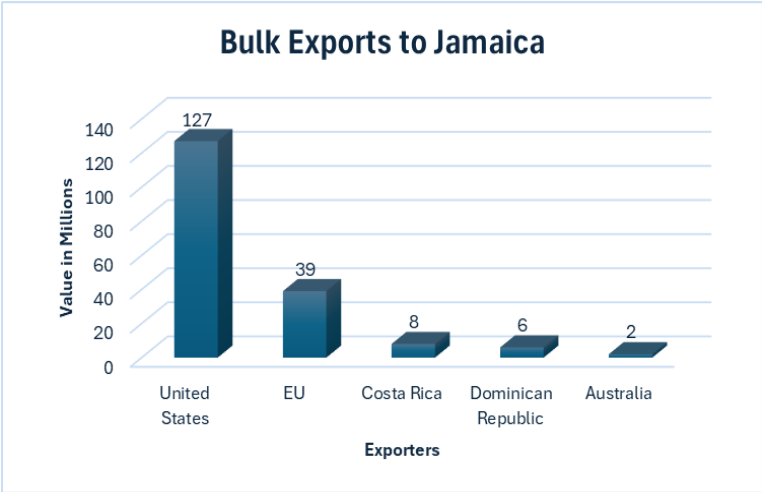


Figure 3: Chart showing top five exporters of bulk products Jamaica in 2024 Source: Trade Data Monitor, LLC



Figure 4: Chart showing top exporters of intermediate products to Jamaica in 2024. Source; Trade Data Monitor, LLC

¹² https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Service%20-%20Hotel%20Restaurant%20Institutional%20Annual_Kingston_Jamaica_JM2024-0007.pdf

Agricultural and Food Import Statistics

Table 3 below highlights the top five trading partners of agricultural and related goods to Jamaica between 2020 and 2024.

Table 3: Major Agricultural Trading Partners to Jamaica between 2020 and 2024.

Jamaica Agricultural and Related Product Imports 2020-2024					
Reporting Country	US\$ Million				
	2020	2021	2022	2023	2024
United States	395,359	486,890	636,454	601,642	590,621
EU27 (External Trade)	75,291	96,145	125,985	141,468	143,197
Canada	26,776	38,827	36,614	40,087	34,981
New Zealand	22,267	21,577	31,491	27,276	32,322
Brazil	17,388	29,722	29,154	35,770	35,627
Rest of the World	187,500	237,261	285,575	294,093	335,062
Total	724,584	910,423	1,145,276	1,140,339	1,171,812

Source: Trade Data Monitor, LLC

Best High-Value Consumer-Oriented Product Prospects

Consumer-oriented products represent the largest agricultural export category to Jamaica. Eggs and egg products, dairy products, bakery goods, cereal and pasta, and non-alcoholic beverages are the top performers within this group showing consistent growth potential in the Jamaican market (see Table 4). In some instances, the United States controls over 50 percent or enjoys full market share (See figure 5 below).

Table 4: Top U.S. consumer-oriented goods exported to Jamaica between 2021 and 2024

Products	Value in Millions			
	2021	2022	2023	2024
Eggs and Products	29.3	41	43.8	48.3
Dairy Products	26.6	27	31.3	33.4
Bakery Goods, Cereal & Pasta	22.4	31.7	33.1	38.7
Food Preparations	18.3	18.8	26.9	23.9
Poultry Meats & Products, (ex. eggs)	19	26.2	26.6	22.3
Beef & Beef Products	12.1	25	20.4	18.4
Fruit & Vegetable Juices	12	13.5	17.9	15.4
Distilled Spirits	7.1	17	14.6	10.9
Condiments and Sauces	7.6	10.9	12.8	15.9
Non-Alcoholic Beverages (ex. juice)	6.3	11.4	10	13.7

Source: USDA/GATS

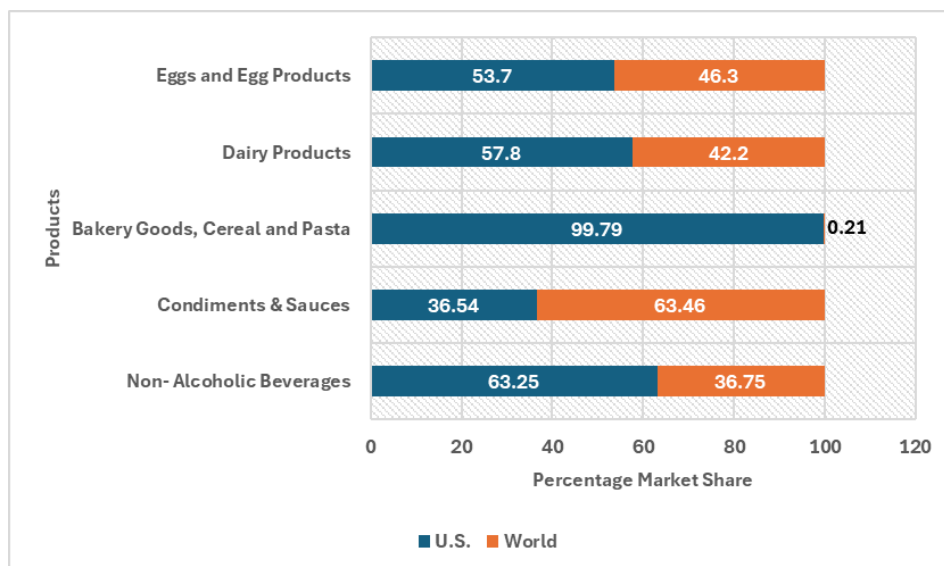


Figure 5: Chart showing top five U.S. consumer-oriented product exports to Jamaica in 2024. Source: Trade Data Monitor, LLC; USDA/GATS

SECTION VI: Key Contacts and Further Information

Government Agency	Responsibility	Contact information
Ministry of Agriculture, Fisheries and Mining	Animal and Plant Products imports	Hope Gardens Kingston 6. Telephone: 876-927-1731-50 Website: https://www.moa.gov.jm/
Ministry of Health & Wellness	Food and Beverage imports	10-16 Grenada Cresent Kingston 5 Telephone: 876-633-8172 Website: https://www.moh.gov.jm/
Jamaica Customs Agency	Collects revenue and facilitates trade.	Myers Wharf Newport East Kingston 15 Telephone: 876-922-5140 Website: https://jca.gov.jm/

Office of Agricultural Affairs
U.S Embassy, Kingston
142 Old Hope Road, Kingston 6
JAMAICA
Telephone: (876) 702-6505
Email: agkingston@fas.usda.gov

APPENDIX:

BICO Report showing U.S. agricultural exports to Jamaica.



U.S. Exports of Agricultural & Related Products to *Jamaica*
CY 2020 - 2024 and Year-to-Date Comparisons
(in millions of dollars+)



Export Market: *Jamaica*

Product	Calendar Years (Jan-Dec)					January - April Comparisons		
	2020	2021	2022	2023	2024	2024	2025	%Chg
Bulk Total.....	103.0	140.8	168.9*	130.1	125.4	44.4	44.9	1.1
Wheat.....	44.0	55.4	67.7	54.3	48.1	20.2	18.6	-7.6
Corn.....	48.0	76.1	89.0*	65.7	66.5	21.0	22.1	5.3
Coarse Grains (excl. corn).....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Rice.....	6.0	4.2	4.4	5.0	4.4	1.5	1.6	7.7
Soybeans.....	0.0	0.0	2.6	0.0	0.0	0.0	0.0	-
Oilseeds (excl. soybean).....	0.0	0.1	0.1	0.1	0.1	0.0	0.0	-
Cotton.....	0.0	0.1	0.1	0.0	0.0	0.0	0.0	-71.8
Pulses.....	4.0	4.0	3.9	3.8	5.3*	1.6	2.2	39.8
Tobacco.....	0.0	0.2	0.2	0.1	0.1	0.0	0.0	-
Other Bulk Commodities.....	1.0	0.8	1.0	1.1	0.9	0.2	0.3	68.6
Intermediate Total.....	120.0	139.4	192.0*	186.6	174.7	55.2	55.3	0.1
Milled Grains & Products.....	1.0	0.9	0.9	1.2	0.9	0.3	0.2	-24.2
Soybean Meal.....	39.0	42.1	55.1	62.7*	55.8	18.4	11.4	-37.8
Soybean Oil.....	20.0	26.9	30.9	11.5	25.4	3.4	11.6	243.9
Vegetable Oils (excl. soybean).....	6.0	6.4	9.3	6.7	6.2	2.4	2.1	-10.2
Animal Fats.....	0.0	0.0	0.1	0.1	0.0	0.0	0.0	-37.7
Live Animals.....	1.0	1.0	1.6	2.3*	1.8	0.7	0.8	14.7
Hay.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Distillers Grains.....	2.0	5.9	7.4*	6.9	3.4	0.9	0.5	-43.0
Other Feeds, Meals & Fodders.....	4.0	5.8	5.6	6.1	6.6	2.1	3.3	57.0
Ethanol (non-bev.).....	34.0	35.1	65.1	70.4*	58.9	21.2	20.0	-5.7
Planting Seeds.....	3.0	4.0	1.9	3.9	2.5	1.0	0.6	-41.5
Sugar, Sweeteners, Bev. Bases..	3.0	3.8	3.3	5.1	5.0	2.2	1.8	-19.8
Dextrins, Peptones, & Proteins....	2.0	1.5	2.0	2.0	1.7	0.6	0.8	36.8
Essential Oils.....	3.0	3.2	4.6	5.1	4.6	1.5	1.4	-1.9
Other Intermediate Products.....	3.0	2.6	4.4*	2.6	1.8	0.5	0.6	18.2
Consumer Oriented Total.....	173.0	206.7	275.5	284.9	290.4*	90.5	106.4	17.7
Beef & Beef Products.....	8.0	16.5	23.6*	20.4	18.4	6.0	7.3	22.0
Pork & Pork Products.....	1.0	0.5	0.4	0.9	0.5	0.2	0.3	44.3
Poultry Meat & Prods. (excl. eggs)	23.0	20.6	24.4	26.6	22.3	5.2	6.5	24.9
Meat Products NESOI.....	0.0	0.1	0.3	0.4	0.3	0.1	0.5	316.8
Eggs & Products.....	24.0	32.2	42.7	43.8	48.3*	15.1	15.5	2.2
Dairy Products.....	21.0	22.3	34.5*	31.3	33.4	11.7	13.0	11.4
Fresh Fruit.....	2.0	1.9	2.3	2.5	3.4*	0.9	1.4	55.9
Processed Fruit.....	2.0	2.0	3.0	3.6	3.6*	1.2	1.3	14.5
Fresh Vegetables.....	1.0	0.9	1.1	1.1	1.4	0.3	0.5	71.2
Processed Vegetables.....	7.0	6.6	8.8	8.3	9.7*	3.0	4.5	49.0
Fruit & Vegetable Juices.....	11.0	11.9	13.7	17.9*	15.4	4.5	4.6	2.8
Tree Nuts.....	2.0	2.7	3.0*	2.7	2.8	1.1	1.3	23.5
Confectionery.....	3.0	3.1	4.2	4.2	5.1*	1.6	1.4	-11.6
Chocolate & Cocoa Products.....	2.0	2.6	3.7	3.7	4.0	1.4	1.6	21.1
Bakery Goods, Cereals, & Pasta...	25.0	26.1	28.4	33.1	38.7*	12.0	13.7	13.9
Food Preparations.....	14.0	18.0	21.6	25.6*	23.9	7.5	10.5	39.6
Condiments & Sauces.....	7.0	8.4	11.7	12.8	15.9*	5.9	6.6	12.3
Non-Alcoholic Bev. (excl. juice)....	6.0	7.3	11.2	10.8	13.7	3.8	5.1	32.4
Beer.....	0.0	0.1	0.1	0.1	0.1	0.1	0.0	-75.5
Wine & Related Products.....	2.0	3.3	5.4	5.6*	3.0	1.0	1.3	31.9
Distilled Spirits.....	4.0	9.2	17.7*	14.6	10.9	3.3	4.2	26.6
Nursery Products & Cut Flowers..	0.0	0.2	0.1	0.2	0.1	0.0	0.0	-42.1
Dog & Cat Food.....	3.0	3.4	4.5	5.3*	4.3	1.3	1.5	9.7
Other Consumer Oriented.....	6.0	6.9	9.1	9.4	11.2	3.2	3.8	17.0
Agricultural Related Products.....	49.0	61.9*	60.5	55.6	55.4	19.1	17.3	-9.3
Biodiesel & Blends > B30.....	0.0	0.0	0.0	0.1*	0.0	0.0	0.0	-
Forest Products.....	47.0	56.5*	52.3	49.2	49.0	17.2	14.3	-16.8
Seafood Products.....	2.0	5.4	8.2	6.3	6.4	1.9	3.0	59.0
Agricultural Products.....	395.0	486.9	636.4*	601.6	590.6	190.0	206.6	8.7
Agricultural & Related Products....	444.0	548.8	696.9*	657.2	646.0	209.1	223.9	7.1

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA

Source: U.S. Census Bureau Trade Data

Biodiesel aggregate includes only higher-level and pure biodiesel HTS chapter 38 codes; biodiesel blends below 30% by volume (aka. petroleum oils containing biodiesel) found in chapter 27 are excluded.

* Denote Highest Export Levels Since at Least CY 1970

www.fas.usda.gov/GATS
GATSHelp@fas.usda.gov

Attachments:

No Attachments