



OPPORTUNITIES FOR INVESTMENT AND EXPORT: **AGRI-PROCESSING SECTOR**

SAUCE MANUFACTURING INDUSTRY IN JAMAICA



JAMPRO
TRADE & INVESTMENT JAMAICA



OCO GLOBAL

Contents

CONTENTS.....	3
OPPORTUNITY OVERVIEW	4
SECTOR CHARACTERISTICS.....	5
SAUCE INVESTMENT OPPORTUNITY	10
WHY INVEST IN JAMAICA	13
TARGET EXPORT MARKETS	17
KEY ORGANISATIONS	23

Opportunity Overview

In Jamaica's flourishing agro-processing sector, there is a strong opportunity for sauce production. Historically, Jamaica has been a key player in the global hot pepper industry, exporting fresh peppers and hot pepper sauces to traditional markets such as the United Kingdom, United States of America, and Canada. Moreover, Jamaican sauces have garnered international recognition, providing local producers with a prime opportunity for global expansion. The escalating demand for ethnic and exotic flavours worldwide has further fuelled the rising popularity of Jamaican sauces abroad.

The estimated value of the Jamaican sauces and condiments market for 2024 is \$112.5m, with an expected CAGR of 5.35% through 2028.¹

Distinct flavour profiles

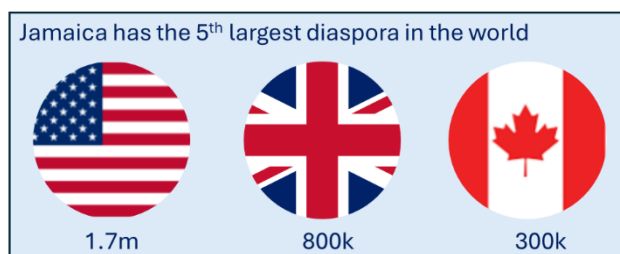
Notably, manufacturers specialising in items such as jerk seasonings, hot pepper sauces, and Jamaican spices stand to benefit as there exists a distinct niche for these authentic products across both domestic and international markets. This presents a promising opportunity for businesses entering the market tapping into a rich market of cultural connection and consumer demand. Jamaica's signature products get their flavour from indigenous herbs, spices and peppers which can only be cultivated in particular tropical climates, meaning rising demand can only be reliably serviced from the Caribbean.

Strong domestic demand

There also a significant opportunity within the domestic market, servicing the local **hospitality market** in addition to providing an authentic experience for Jamaica's largest sector: **tourism**. In a highly competitive global tourist sector, by embracing native cuisine, Jamaica has been very successful in developing strong and distinct brands and flavours. In 2023, Jamaica reported visitor numbers of approximately 4.1 million representing a 15 percent increase over the previous year's numbers.² Key segments of the tourism market include cruise ships, gift shops, artisanal markets and hospitality settings.

Growing international markets

The distinct flavours of Jamaican sauces create a strong demand globally and give Jamaica's indigenous products a globally successful reputation. A particularly strong segment for exports is within international markets with large Jamaican Diaspora. Diaspora is a key segue into the wider mainstream market, meaning these markets now have growing demand for Jamaican sauce products in the mainstream population.³



¹ <https://www.statista.com/outlook/cmo/food/sauces-spices/jamaica>

² <https://www.travelagentcentral.com/caribbean/jamaica-welcomes-record-visitor-arrivals>

³ <https://www.freshplaza.com/north-america/article/9604051/exploring-export-opportunities-for-jamaican-food-products/>

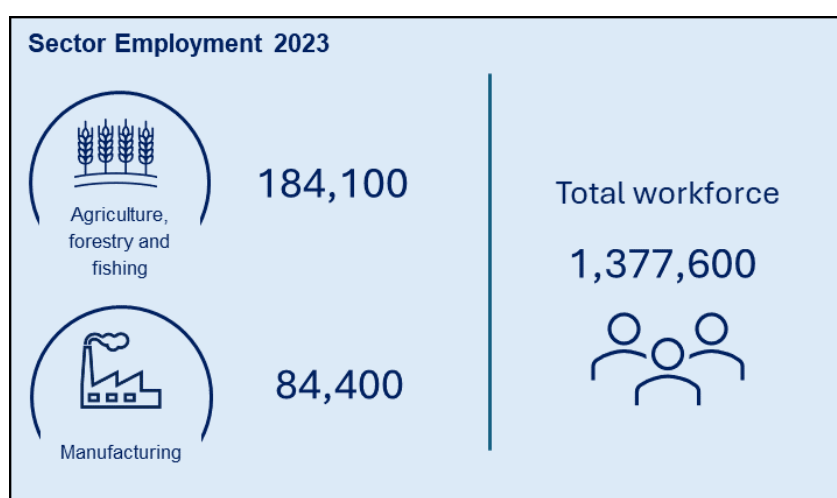
Sector Characteristics

Jamaica has an historically important agro-processing industry. The food manufacturing sector in Jamaica has experienced consistent growth and presents numerous opportunities for expansion and investment. From 2018 to 2022, the overall value of manufacturing steadily increased, reaching US\$961,325 million. The food, beverage and tobacco sector also contributed 46.2% of total earnings from domestic manufacture exports in 2022.

With an existing reputation for alcoholic beverages including Caribbean rum, largely pushed by the world-famous Appleton Estate, **the sauces segment of Jamaica's agro-processing industry is seeing increasing interest and investment.** Several Jamaican sauce companies have raised significant funding, as well as international players entering the market as popularity of Jamaican sauces increases. Jamaican-British business man Levi Root's Reggae Reggae Sauce, labelled "not big enough" in an original Dragon's Den pitch saw £33m turnover in 2023.⁴ In exports, two Jamaican sauce manufacturers signed new UK distribution deals in September 2023, highlighting increasing global demand for Jamaican sauces.⁵

WIDER SECTORAL STATISTICS

The wider agricultural and manufacturing sectors make up large components of Jamaica's total economic activity, totalling 13% and 6% of the total workforce respectively.⁶



⁴ <https://www.express.co.uk/finance/personalfinance/1729166/dragons-den-success-story-reggae-reggae-sauce>

⁵ <https://dobusinessjamaica.com/news/jamaican-companies-forge-strategic-distribution-partnership-in-the-uk/>

⁶ <https://statinja.gov.jm/LabourForce/NewLFS.aspx>

KEY SAUCE CATEGORIES

Sauces are a key component of value-added food manufacturing, and there are a number of key sauces and marinades which investors can focus on.

Jerk Sauce

Jamaica is world renowned for its flavoured Jerk sauces; with a key ingredient being **Jamaican scotch bonnet peppers**. This authentic product has gained worldwide acceptance as a premium product from the island of Jamaica. Consequently, it is being sold at a premium price in overseas markets. The core advantage that the Jamaican jerk sauces have is unique taste and aroma, which give the sauces competitive advantage over other rival brands in the external market.⁷

Crushed pepper sauce

Jamaican crushed pepper sauce is a popular condiment that typically features **Scotch bonnet peppers**, vinegar, garlic, onions, and various spices. The peppers are crushed to release their intense heat and flavour, resulting in a spicy and tangy sauce. Jamaican crushed pepper sauce is often used to spice up a wide range of dishes, including meats, seafood, soups, and stews.

Hot pepper sauce

Jamaican hot pepper sauce, also known simply as "Scotch bonnet sauce" or "Scotch bonnet pepper sauce," is made primarily from Scotch bonnet peppers. Other common ingredients include vinegar, onions, garlic, and sometimes carrots or fruit juices to balance the heat. The peppers are typically blended or finely chopped to create a smooth or slightly chunky sauce, depending on preference.

Jamaican hot pepper sauce is extremely spicy and is used to add heat and flavour to a variety of dishes. It is a staple in Jamaican cuisine and is often served alongside traditional dishes such as jerk chicken, rice and peas, or fried fish. Additionally, it can be used as a condiment or ingredient in marinades, sauces, and dips to add a fiery kick.

Escovitch Pickle Sauce

Jamaican Pickled Vegetables (Escovitch Sauce) is a popular Caribbean pickled vegetable dressing that is used as a condiment to many dishes, particularly seafood. It's made by pickling vegetables such as onions, chayote, carrots and scotch bonnet peppers in vinegar, herbs and spices.

Brown Stew Marinade

Brown stew marinade is a flavourful marinade used in dishes with chicken or fish. Ingredients include garlic, onions, scotch bonnet peppers, cane vinegar brown sugar, tomato paste and thyme.

⁷ https://www.ja-mis.com/Companionsite/Repository_Doc/Hot%20Pepper%20Market%20profile.pdf

SAUCE INDUSTRY RAW MATERIALS

The key to Jamaica's strong sauce industry performance is in the raw ingredients grown in the country – most importantly the varieties of pepper and spices used within world-famous hot pepper sauce.

Pepper profile: Jamaican peppers, particularly the West Indian Red and Scotch Bonnet varieties, are renowned worldwide for their distinctive flavour profile and fiery spiciness. Whether enjoyed fresh or incorporated into sauces, these peppers offer an intense taste experience.



Scotch Bonnet Hot Pepper (Capsicum Chinense)

With Scoville ratings ranging between 100,000 to 350,000 units, scotch bonnet peppers are among the hottest peppers globally. This heat comes from their high content of capsaicin, a compound known for its numerous health benefits. Capsaicin is associated with aiding weight loss by boosting metabolism, promoting heart health through its potential to lower cholesterol

and improve blood circulation, and providing relief from congestion due to its decongestant properties.⁸ The Scotch Bonnet pepper is native to Jamaica and popular throughout the Caribbean islands where it is highly praised for its aromatic flavour and high pungency.⁹

Flavour profile: the Scotch Bonnet pepper has a unique sweetness that sets it apart from other peppers. It has fruity notes and a floral aroma.¹⁰

Annual Production Statistics - Tonnes^{11, 12}

Year	Hot Pepper production - tonnes
2018	15998
2019	18106
2020	18847
2021	19850
2022	20120
2023	19564

A 2018 meeting of the Jamaica Agro Processors Association suggested **hot pepper supply could only meet 55% of demand**. Production has since increased, however opportunity still exists to invest in the raw materials supply chain for hot pepper sauce.

⁸ https://specialtyproduce.com/produce/_Red_Scotch_Bonnets_Chile_Peppers_15468.php

⁹ <https://www.agroinvest.gov.jm/wp-content/uploads/2020/02/Hot-Pepper-Investment-Profile-2018.pdf>





¹⁰ <https://www.mikeyvsfoods.com/post/scotch-bonnet-vs-habanero#:~:text=Flavor%20Profile,commonly%20used%20in%20Caribbean%20dishes.>

¹¹ <https://statinja.gov.jm/BusinessStatistics.aspx>

¹² <https://www.forbes.com/sites/daphneewingchow/2020/11/26/caribbean-scotch-bonnet-is-so-hot-that-suppliers-are-struggling-to-meet-demand/>

Herbs and Spices

Renowned for their unique flavour, versatility and high quality, Jamaican spices and herbs are sought out by major culinary companies and gourmet establishments around the world. They can complement, enhance, heighten and even disguise the taste of almost any dish. The island's tropical terrain is home to almost 3000 species of plants (27% of them found nowhere else on earth) and they are grown year round.¹³

 <p><small>Created by Savannah Kim from Mount Project</small></p>	<p>Pimiento (Allspice) – Pimiento is indigenous to the West Indies. Trees grow widely throughout the island and Jamaica supplies the majority of the world pimiento. The ripe berries are commonly used to make wine and other beverages. The dried unripe pimiento berry is used extensively Jamaican dishes including Jerk sauce.</p>
 <p><small>Created by Jodycove from Mount Project</small></p>	<p>Jamaican Ginger –. Jamaican ginger stands out for its strong and pungent qualities, distinguishing it from ginger cultivated in other regions. Renowned for its superior quality, Jamaican ginger is a staple ingredient in both culinary and baking applications, as well as a key component in the production of ginger beer.</p>
 <p><small>Created by Lisa Mount-Lewis from Mount Project</small></p>	<p>Nutmeg – Nutmeg possesses a unique aroma and a subtly sweet flavour. When grated and sprinkled, nutmeg enhances the taste of various dishes, including but not limited to eggnog, pastries, ice cream, sauces, jams, as well as vegetables and juices.</p>
 <p><small>Created by LMM from Mount Project</small></p>	<p>Thyme - Jamaican thyme is a year round herb from the mint family native to southern Europe and the Mediterranean. There are over 100 varieties of Jamaican thyme. The most widely used is the garden Jamaican thyme. Jamaican thyme is very versatile and is used in meat dishes, soups, vegetables, stews, stocks, and condiments.</p>

SOIL AND CLIMATE PROFILE

From the flat plains to the rolling plateaus and steep hillsides, Jamaica has vast tracts of land suited for growing a wide variety of fruits, vegetables, tubers and herbs. The soil is rich and fertile with a tropical climate and strong rainfall, ideal for cultivating hot peppers year-round. With some of the richest and most productive soil in the Caribbean, Jamaica has four major soil groups: upland plateau soils, alluvial soil, highland soils and a catchall category of “others”. Alluvial soils are the most fertile and productive soils on the island.

Jamaica's hot and humid climate contribute to the spice profiles and peppers available on the island.

¹³ https://dobusinessjamaica.com/wp-content/themes/betheme-child/resources/Flavours_of_Jamaica.pdf

HEAT AND HUMIDITY

Ideal conditions for ginger, which originates in Southeast Asia¹⁴ as well as hot peppers and thyme

SOIL PH RANGE

Hot peppers can be grown in soils with PH range of 6.0-7.5¹⁵

Farms range from very small, one or two hectares, to the large estate plantations of over 700 hectares. Small-holdings are intensively farmed and they are usually family-owned with everyone working the land. Mixed farming is practiced all year round, providing quick crops for quick cash. Small farmers provide food for local consumption, supplying markets and supermarkets island-wide as well as crops for export. The large estates hold over 60% of agricultural land and focus on single crops – sugar, banana, citrus – mainly for export. A variety of non-traditional crops have been introduced on the export market. Initially these crops found a ready market within the Diaspora in the UK, USA and Canada, as well as within the wider West Indian, Asian and African immigrant communities. More recently, several of these products, fresh and processed, have entered the mainstream market as consumers around the world seek to explore more exotic foods and cuisine.¹⁶

SUPPORTIVE PROGRAMMES

Demand for Jamaican hot peppers remains consistently high, with production figures over the past five years showing a 39-percent increase moving from 14,263 metric tonnes in 2012, to 19,850 metric tonnes in 2021. This can be attributed to a number of initiatives implemented by the Jamaican government to support farmers including:

The Agricultural Support Services Projects Fund	The Production and Productivity Programme	The 'Five for Five for Five' loan programme
<p>The ASSPPFL is a wholly owned Government of Jamaica company that was incorporated under the Companies Act in 2001.</p> <p>The Company was established to mobilise and manage a pool of funds, made available by the IDB, to enhance the competitiveness of Jamaica's agriculture in domestic and global markets.</p>	<p>The programme was established to boost production and productivity and enhance food security achieved through the application of good agricultural practices, technology transfer, and pest management.</p>	<p>The 'Five for Five' loan scheme, was driven by the Tourism Enhancement Fund (TEF), and offered loans of up to \$5 million at five percent interest on the reducing balance, over five years.</p> <p>The programme was developed to benefit the tourism industry, including farmers and agro-processors.</p>

¹⁴ <https://www.gardeningknowhow.com/edible/herbs/ginger/growing-ginger-outdoors.htm>

¹⁵ <https://www.agroinvest.gov.jm/wp-content/uploads/2020/02/Hot-Pepper-Investment-Profile-2018.pdf>

¹⁶ https://dobusinessjamaica.com/wp-content/themes/betheme-child/resources/Flavours_of_Jamaica.pdf

Sauce Investment Opportunity

The sauces industry presents opportunities to invest in the sector across the value chain. Primarily in sauce manufacturing, but also in raw materials supply.

DOMESTIC MARKET OPPORTUNITIES

The domestic market for Jamaican sauces maintains a steady level of growth, with opportunities ripe within the tourism and hospitality industries. **Current demand for agricultural produce in the tourism and hospitality sector is approximately \$67 billion**, and expected to see exponential growth.¹⁷

Tourism and Hospitality

Jamaica's tourism sector is the highest contributor to the island's economy and GDP. Jamaica saw record visitor numbers in **2023, reporting an estimated 4.1m visitors over the year**. Approximately 3m of these visitors are from the United States. The sector has seen 10 consecutive quarters of visitor growth, and expecting this rate to continue.¹⁸

Tourism sector growth statistics	
Visitor arrivals 2023	4.1m
Increase from 2022	16%
Increase from 2019	7.5%
Consecutive growth quarters	10

- **Investing in hotels:** Jamaica expects to add 2,000 hotel rooms in 2024
- **New flight routes:** Jamaica expects to welcome a new service between Miami and Ocho Rios, and new non-stop flight between Cleveland and Montego Bay.

Hospitality industry: The hospitality industry in Jamaica represents both native and tourism demand for traditional Jamaican cuisine. The country's farmers are being urged to increase food production to supply demand in the hospitality sector, which is expected to **double over the next five years**.

The projected growth of the tourism sector presents a strong opportunity for sauce manufacturers, as the authentic taste profile of Jamaican cuisine sought by international visitors comes from the islands selection of marinades, sauces and condiments.

Opportunities for providing sauce to meet demand in the industry include:

- Gift shops
- Artisanal markets
- Cruise ships
- Hospitality industry requirements

¹⁷ <https://jis.gov.jm/farmers-urged-to-increase-production-to-supply-tourism-sector/>

¹⁸ <https://www.jamaicaobserver.com/2023/12/12/jamaicas-tourism-to-close-2023-with-record-4-1m-visitors-us4-2b-in-earnings-bartlett/>

GLOBAL EXPORT DEMAND

THE MARKET FOR CARIBBEAN SAUCES AND CONDIMENTS WAS VALUED AT \$1.49 BILLION IN 2020, FOLLOWING SUBSTANTIAL GROWTH OF 16.8 PERCENT BETWEEN 2019 AND 2020.¹⁹

This growth trend is anticipated to continue, particularly in Jamaica, where the sauces & condiments market is forecasted to expand by 5.35% between 2024 and 2028, resulting in a projected market of US\$138.60 million by 2028.²⁰ Jamaica is the second largest exporter of sauces in the region, behind Trinidad and Tobago.

From January – August 2023 Jamaica sauces exports totalled \$23,884,000 up 19% from the previous year.

Moreover, on a global scale, **the hot sauce market is ready for significant expansion**, with projections indicating a notable surge to \$5.9 billion by 2025, boasting a compound annual growth rate of 5.2 percent spanning from 2020 to 2025.²¹ These statistics highlight the increasing demand and promising opportunities within the Jamaican sauces and condiments industry, paving the way for further innovation and market penetration.

RAW MATERIALS INVESTMENT

Identified as a key constraint and in decline over recent years, opportunities exist within the wider sauce value chain to supply key raw ingredients for the sector.

Spice production

Production of spices has fallen in Jamaica in recent years, despite the island's reputation for high quality produce. As global demand for spices increases, the USDA is investing in programmes to support Jamaica to increase spice production on the island, which creates opportunities for investors to enter the raw materials industry.

USDA Progress Jamaica Spices project: The U.S. Department of Agriculture Food for Progress Jamaica Spices project will capitalise on and build upon commitment and investment to support Jamaica's goal of revitalising the spice sector to meet the existing export and domestic demand for turmeric, ginger, and pimento.^{22,23} The project aims to increase Jamaica's yields of pimento, turmeric and ginger by 50%, ending in 2027.²⁴

¹⁹ <https://www.forbes.com/sites/daphneewingchow/2020/11/26/caribbean-scotch-bonnet-is-so-hot-that-suppliers-are-struggling-to-meet-demand/?sh=62261c4f2961>

²⁰ <https://www.statista.com/outlook/cmo/food/sauces-spices/jamaica>

²¹ <https://dobusinessjamaica.com/news/caribbean-scotch-bonnet-is-so-hot-that-suppliers-are-struggling-to-meet-demand/>

²²

<https://www.travelagentcentral.com/caribbean/jamaica-welcomes-record-visitor-arrivals>

²³ <https://www.acdivoca.org/projects/jamaica-spices/>

²⁴ <https://petchary.wordpress.com/2023/06/19/a-spicy-boost-for-jamaican-agriculture/>

JAMAICAN SAUCE COMPANY EXAMPLES

There are a number of thriving sauce manufacturers and exporters operating in Jamaica, capitalising on the growth in demand for sauces worldwide and expanding their operations in Jamaica.

King Pepper Products²⁵

King Pepper Products has been the proud manufacturer of Eaton's brand seasonings and condiments for over 30 years. The factory is located near the beautiful and historic town of Falmouth on the north coast of Jamaica.

During Jamaica's 2023 Export and Investment Business mission to London led by the Minister of Industry, Investment and Commerce, King Pepper Products Limited officially signed exclusive distribution agreements with Wanis International Foods, solidifying their commitment to expanding the reach of Jamaican products in the United Kingdom (UK).



We are thrilled to join hands with Wanis International Foods. Their expertise and established presence in the UK market make them the ideal partner to represent our range of authentic Jamaican products to British consumers. Together, we look forward to making Eaton's a household name in the UK."

Chistine Wong, Managing Director of King Pepper Products Limited.

Spur Tree Spices²⁶



Spur Tree Spices Jamaica Limited is a wholly owned Jamaican company that has been in operation for over 15 years. The company has a strong focus on providing the highest quality wet seasonings and sauces to customers. While active in the local market through various distribution channels, their primary focus is on export markets. Over 95% of their revenue comes from export as a direct result of key strategic decisions to focus on maximising growth from export.

With the introduction of the new lines of canned products and the roll-out of a specialised Linstead Market line of seasonings and sauces, the company expects to have increased revenue streams in existing and new markets, new distribution partners in international markets, greater penetration in regional markets and expansion in the local market.

The company is now in a few Walmart stores in Florida. It's a big opening of a door that we now have to be able to step into."

Metry Seaga, chairman of Spur Tree Spices

²⁵ <https://dobusinessjamaica.com/news/jamaican-companies-forge-strategic-distribution-partnership-in-the-uk/>

²⁶ <https://www.jamaicaobserver.com/2023/08/22/spur-tree-spices-now-a-fully-fledged-food-company/>

Why Invest in Jamaica

Jamaica has a strong, thriving agribusiness sector and supportive environment for agribusiness processors and investment. Jamaica's government bodies place strong emphasis on the agro-processing industry, with supportive policies in place and commissioned research on increasing export opportunities for the sector.

Jamaica's geographic proximity to key markets, tropical climate, zones and facilities complement government support in the agro-processing sector, creating a strong regional offer for investors interested in the sauce sector.

KEY INVESTMENT FACTORS

AGRI-
BUSINESS
FRIENDLY
GEOGRAPHY

SPECIAL
ECONOMIC
ZONES AND
FACILITIES

GOVERNMENT
SUPPORT



AGRI-BUSINESS FRIENDLY GEOGRAPHY

Jamaica's value proposition as the ideal location for agricultural and/or agribusiness-related investment is predicated on an expansive local market bolstered by over four million visiting tourists annually, the increasing demand for high quality Jamaican produce overseas and the country's proximity to key export markets.

Jamaica's climate and geography creates ideal conditions for cultivating the raw materials needed in key sauce and marinades, presenting an excellent location for agro-processing facility to manufacture Jamaican sauces.



Approximately **41% of Jamaica's total land area** is or 440,000 hectares, is agricultural land, with only an estimated 15% of that land currently cultivated. This highlights opportunities to enter the sauce market at the raw ingredient level – addressing potential shortages in raw pepper materials. This shows strong opportunity for investors to investment in Jamaican sauces throughout the value chain.²⁸



Jamaica's **tropical climate** ensures year-round cultivation opportunities. Additionally, its underground water availability and robust agro-ecosystem leads to a unique flavour profile and high-quality produce. The heat and humidity preferred by Jamaica's key ingredients also lend themselves well to the greenhouse discussion – as these climate preferences can be replicated across the island in greenhouse conditions.



Geographic proximity to key export markets including the United States, Canada, Central and South America and the wider CARICOM region.

GOVERNMENT SUPPORT

The Government of Jamaica is focused on ensuring the agro-processing industry is set up to thrive, with a number of projects and programmes in place to support the sector.

- **Increasing the Export Capacity of Micro and Small Agro-Processors Using the Clustering Approach** – Launched in 2021, the project will strengthen the capacity for export of agro-processors, farmers and manufacturers and others along the value chain. In 2023, the Jamaica Business Development Corporation opened an agro-processing incubator to foster clustering, with funding from the European Union (EU) and the

²⁸ <https://www.linkedin.com/pulse/jamaica-premier-location-orchard-crop-investments-jamprocorp-0b6je/>

Caribbean Development Bank (CDB). It is geared towards boosting production and exports in the agro-processing sector.²⁹

- **Improving Phytosanitary, Food Safety and Market Access Opportunities along the Hot Pepper Value Chain in Jamaica** – Launched in 2023, the project aims to strengthen Jamaica's international competitiveness in the hot pepper industry and stakeholders' technical and resource capabilities to have consistent local and international market access. Additionally, hot pepper farmers will receive training and technical assistance in sustainable production and post-harvest practices to consistently meet demands in both quality and quantity.³⁰
- **Jamaica Bauxite Institute/ Jamaica Social Investment Fund Content greenhouse project** – The project, started in 2017, involves the revitalisation of former bauxite lands for agriculture production. Forty-three farmers are engaged in cultivating crops including hot pepper in 20 greenhouses, and rearing small ruminants such as goats, supplying hotels, supermarkets and other markets. The group of farmers has produced some 100,000 pounds of crops, with earnings of approximately \$16 million.³¹

FACILITIES AND SPECIAL ECONOMIC ZONES

Jamaica's focus on the agriculture and food manufacturing sectors as drivers of the value-added industries means the country has a range of supportive facilities and zones which create an investment-friendly environment.

- **JBDC Agro-processing incubator:** The agro-processing incubator accommodates clients who are engaged in the development and production of key value-added goods including sauces, condiments and seasonings. It is equipped with industry-grade processing equipment and is certified by the Bureau of Standards Jamaica and the Ministry of Health & Wellness. The incubator is supported by a quality control laboratory. Clients are supported by the Technical Services team to ensure that proper quality management is practiced in the space.³²
- **Agro-parks** - To boost local production, the Government of Jamaica has implemented an extensive agro-park project. The Agro Investment Corporation manages over 7,700 acres across eight agro-parks.³³ Among the crops being cultivated in these agro-parks are onion, pepper, assorted fruits and vegetables, yam and ginger. The programme is targeted at large investors with supply chain and logistics experience to use the agro-park as a base to buy, sort, grade and transport produce to the specification of individual buyers, including hotels.³⁴

²⁹ <https://www.jbdc.net/jbdc-opens-agro-processing-incubator/>

³⁰ <https://www.miic.gov.jm/content/fao-set-fire-hot-pepper-market>

³¹ <https://jis.gov.jm/features/greenhouse-project-adding-value-to-manchester-community/>

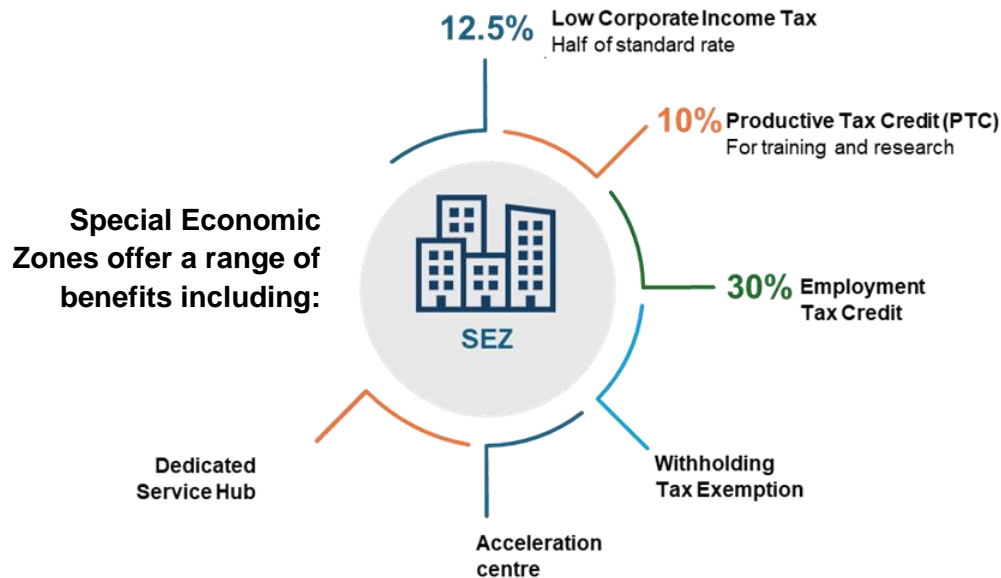
³² <https://www.jbdc.net/services/incubators/>

³³ <https://www.agroinvest.gov.jm/agro-parks/>

³⁴ <https://dobusinessjamaica.com/wp-content/uploads/2023/03/Agribusiness-Sector-Profile.pdf>

Special Economic Zones: Jamaica's SEZs are regulated by the Jamaica Special Economic Zone Authority (JSEZA) and offer special tax benefits and fiscal incentives to companies operating in the Zones. This is expected to increase economic growth and employment and encourage growth in new sectors.

As of October 2023, there are 190 SEZ locations across the island, comprising 80 Developers, 68 Occupants and 42 Zone Users.³⁵



³⁵<https://dobusinessjamaica.com/blogs/driving-local-investments-through-jamaicas-special-economic-zones/#:~:text=This%20is%20expected%20to%20increase,Occupants%20and%2042%20Zone%20Users.>

Target Export Markets

TOP IMPORT MARKETS FOR SAUCES* EXPORTED BY JAMAICA

*Product: 210390 Preparations for sauces and prepared sauces; mixed condiments and seasonings (excl. soya sauce, tomato ketchup and other tomato sauces, mustard, and mustard flour and meal)

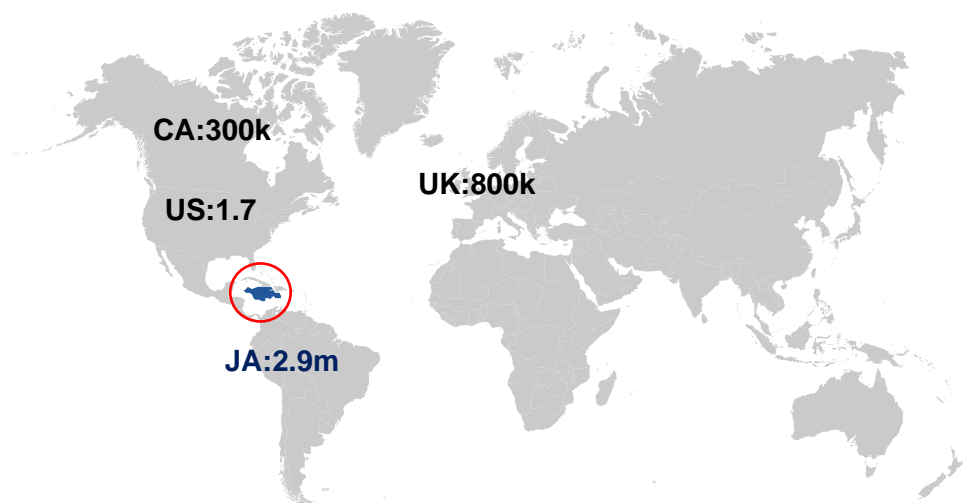
	2018	2019	2020	2021	2022
	US Dollars (thousands)				
United States of America	14115	18051	22547	25537	23281
Canada	1670	1795	2559	2488	2473
United Kingdom	2041	2109	2220	2727	2332
Bahamas	120	193	237	202	379

The top import markets for Jamaican sauce flavour profiles include the US, Canada, UK as well as the wider CARICOM region, each of which have been profiled below. In addition to wider mainstream markets, exporters in Jamaica have flagged tapping into diaspora markets as a key growth opportunity.

DIASPORA AS A SEGMENT NICHE

Due to a high rate of emigration for work since the 1960s, there is a large Jamaican Diaspora, globally which fuels demand for authentic Jamaican products. A report by Forbes magazine, using data from the United Nations, found Jamaica to have the 5th highest Diaspora population globally.³⁶ Diaspora is particularly large in the US, Canada and the United Kingdom.

³⁷Top countries for Jamaican Diaspora population

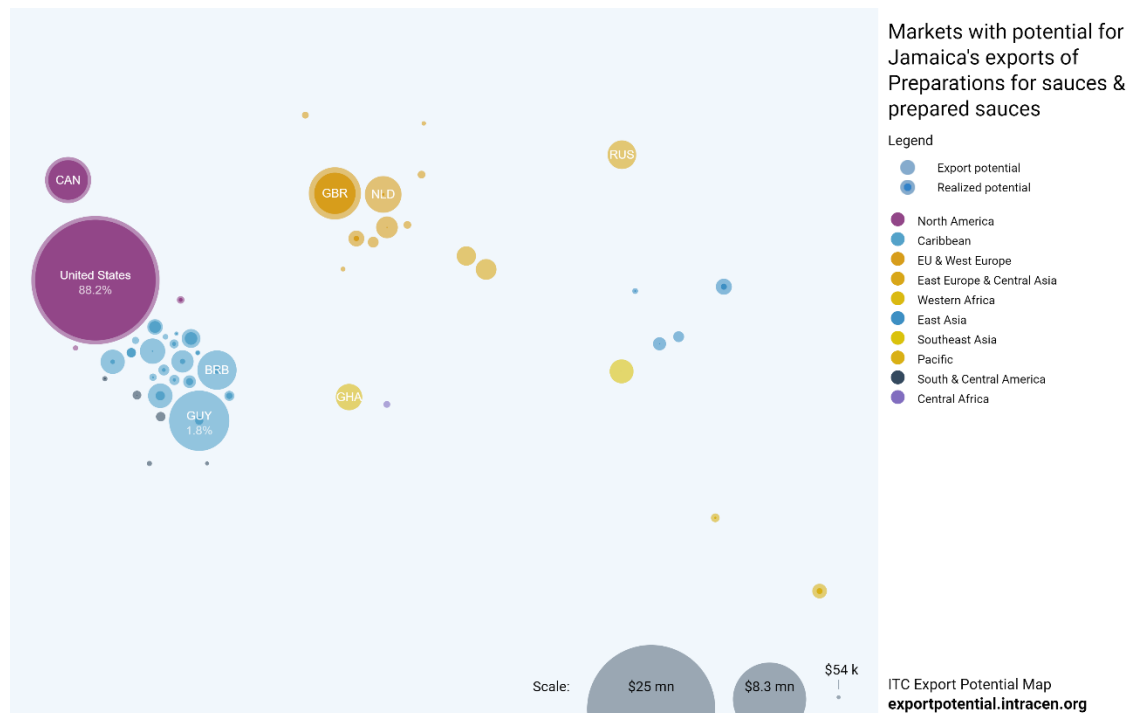


³⁶ <https://www.forbes.com/sites/katharinabuchholz/2022/11/11/the-worlds-biggest-diasporas-infographic/?sh=1af321634bde>

³⁷ <https://www.jamaicaglobalonline.com/connecting-the-jamaican-diaspora/>

Markets with potential for Jamaica's exports of preparations for sauces and prepared sauces

According to data from ITC's export potential map, North America, the Caribbean and Western Europe are the regions with the highest untapped potential for Jamaica's prepared sauce market. Within these, the US, Canada and the UK, in addition to the CARICOM region present the highest potential export markets.³⁸



Explanation: The size of the circle represents the value of the export market, while the level of opacity represents the export potential realised. Guyana shows the largest absolute difference between potential and actual exports in value terms, leaving room to realise additional exports worth \$5.6 million.³⁹

³⁸ <https://exportpotential.intracen.org/en/>

³⁹ <https://exportpotential.intracen.org/en/markets/geo-map?fromMarker=i&exporter=388&toMarker=j&whatMarker=k&what=210390>

NORTH AMERICA

Over the past thirty years, there has been a significant surge in interest and demand for Caribbean foods in North America, evident in the growing number of Caribbean food establishments. This trend has been driven by several factors, including the increasing migration of individuals with Caribbean heritage to the United States and Canada, as well as the influx of people from other tropical regions. Additionally, Americans have become more familiar with Caribbean cuisine through vacation travel to the region and the proliferation of food shows on American cable television channels.

In 2023, the majority of visitors to Jamaica came from the US, totalling approximately 3 million, with an additional 300,000 from Canada.^{40, 41, 42} This highlights the continuing appeal of Caribbean destinations to North American travellers.

There has been a notable expansion in access to Caribbean foods, shown through the increasing availability of Caribbean products in major chains. This growth is particularly evident in the dips and sauces segment, which has seen a surge in demand. During the pandemic, dips and sauces experienced heightened sales as consumers looked for simple solutions to enhance home cooking. Despite already high usage rates, there remains room for growth in the dips and sauces market. Sales in this segment have stabilised at levels higher than those seen before the pandemic, indicating a shift in consumer behaviour towards incorporating dips and sauces into their everyday meals.

Hot sauce

North America dominated the largest Hot Sauce Market share in 2023 and is expected to grow at a significant rate through to 2030. The popularity of hot sauce in this region is driven by cultural diversity, growing immigrant populations, and a strong culinary tradition of spicy foods. 86% of households have consumed hot sauce in their kitchens as it is prominently featured in American cuisines, such as Tex-Mex and Southern cuisine, and is a popular choice for enhancing the flavours of dishes such as tacos, burgers, and wings.⁴³

Given the current economic landscape, there exists a significant opportunity for sauce brands to capitalise on these trends. By emphasising the flavour and functional benefits of dressings and marinades, brands can position themselves to meet the evolving needs of consumers.

⁴⁰ <https://www.jamaicaobserver.com/2023/12/12/jamaicas-tourism-to-close-2023-with-record-4-1m-visitors-us4-2b-in-earnings-bartlett/>

⁴¹ <https://www.travelweek.ca/news/jamaica-targeting-half-a-million-visitors-from-canada-by-2025/>

⁴² <https://www.npr.org/2024/02/09/1230297825/jamaica-and-the-bahamas-are-pushing-back-against-u-s-travel-warnings#:~:text=The%20board%20added%3A%20%22The%20island,that%20Jamaica%20has%20to%20offer.%22>

⁴³ <https://www.maximizemarketresearch.com/market-report/hot-sauce-market/199437/#:~:text=North%20America%20dominated%20the%20largest,culinary%20tradition%20of%20spicy%20foods.>

United States

Population	339.9 million
GDP per Capita	USD \$76,329.6 (2022)
Capital	Washington D.C
Currency	US Dollars (USD)
Languages	English, Spanish
Sauces market size	\$30.64bn (2024) ⁴⁴
Sauces imports, target HS category	\$23m (2022) ⁴⁵

In 2023, Jamaica's cultural richness and culinary heritage attracted over 3 million visitors from the United States which helps to drive the country's brands, flavours, and spices into the international spotlight. Afro-Caribbean cuisine, renowned for its flavourful spice blends has surged in popularity. The United States offers a prime market for an array of Jamaican products and services, catering to diverse demographic segments seeking authentic and vibrant culinary experiences.

Canada

Canada's multicultural landscape has fuelled a growing appetite for diverse and authentic cuisines from around the world, including the vibrant and flavourful dishes of the Caribbean. Canadian consumers are increasingly seeking out Caribbean-inspired food experiences, both at restaurants and in grocery stores.⁴⁶

Population	38.78 million (2023)
GDP per Capita	USD \$54,917.7 (2022)
Capital	Ottawa
Currency	Canadian Dollars (CAD)
Languages	English, French
Sauces market size	\$5.41bn (2024) ⁴⁷
Sauces imports, target HS category	\$2.5m (2022) ⁴⁸

⁴⁴ [https://www.statista.com/outlook/cmo/food/sauces-spices/united-states#:~:text=Revenue%20in%20the%20Sauces%20%26%20Condiments,\(CAGR%202024%2D2028\).](https://www.statista.com/outlook/cmo/food/sauces-spices/united-states#:~:text=Revenue%20in%20the%20Sauces%20%26%20Condiments,(CAGR%202024%2D2028).)

⁴⁵ Trade Map

⁴⁶ <https://emsolconsulting.ca/blogs/news/navigating-the-canadian-market-selling-caribbean-manufactured-food-and-the-need-for-a-safe-food-license#:~:text=From%20jerk%20chicken%20to%20roti,restaurants%20and%20in%20grocery%20stores.>

⁴⁷ <https://www.statista.com/outlook/cmo/food/sauces-spices/canada>

⁴⁸ Trade map

WESTERN EUROPE

There has been a growing trend for Caribbean food, beverages and natural products across Europe over the past few years. Among the top 20 fastest-growing cuisines identified over the past 3 years are Vietnamese, Creole, Caribbean, and South American.

The growing interest in Caribbean foods can be attributed to factors such as:

- **Cultural diversity** – Western Europe is home to a diverse population with a growing interest in exploring different cuisines and culinary experiences. Jamaican food is known for its bold flavours and unique ingredients and has gained popularity among people looking to broaden their culinary horizons.
- **Fusion cuisine** – In the UK, British fusion is gaining ground rapidly with classic dishes being reinvented to reflect emerging global flavours. For the less adventurous eaters, British fusion offers a familiar and safe way to explore new flavour combinations.

Hot sauce

Europe held the second-largest Hot Sauce Market share in 2023 and is expected to sustain its position through to 2030. Changing food preferences and increased exposure to international cuisines are key factors for regional growth. The United Kingdom, Germany, and France are key markets in the region. In the UK alone, the sauces and condiments market experienced substantial growth, with a 16.8% increase in value billion between 2019 and 2020.⁴⁹ While traditional European hot sauces such as Tabasco and harissa remain popular, there is also **high demand for more exotic and globally inspired hot sauces. Artisanal and small-batch hot sauces are gaining traction among European consumers.**⁵⁰

Additionally, dips and sauces offer restaurants a means to refresh their menus and attract customers, requiring minimal additional labour and operational adjustments.⁵¹

United Kingdom

Population	67.7 Million (2023)
GDP per Capita	USD \$46,125 (2022)
Capital	London
Currency	Pound Sterling (GBP)
Languages	English
Sauces market size	\$5.11bn (2024) ⁵²
Sauces imports, target HS category	\$2.3m (2022)

⁴⁹ <https://foodanddrinkmatters.co.uk/caribbean-export-report-unlocking-the-profit-potential-of-the-caribbean-highlights-growing-trend-for-caribbean-food-across-europe/>

⁵⁰ <https://www.maximizemarketresearch.com/market-report/hot-sauce-market/199437/#:~:text=North%20America%20dominated%20the%20largest,culinary%20tradition%20of%20spicy%20foods.>

⁵¹ <https://store.mintel.com/us/report/us-trending-flavors-and-ingredients-in-dips-and-sauces-market-report-2022/>

⁵² <https://www.statista.com/outlook/cmo/food/sauces-spices/united-kingdom#:~:text=Revenue%20in%20the%20Sauces%20%26%20Condiments,US%245.11bn%20in%202024.>

The number of Caribbean restaurants in the UK has grown substantially, and in the 12 months to August 2019, the Caribbean restaurant count grew by 144%. When it comes to locations, London and Central England are the two areas that over-index in terms of Caribbean foods.⁵³

Grace Foods

Grace Foods supply around one third of the category in the UK and the company, with global headquarters in Kingston, Jamaica, is one of the largest Caribbean enterprises worldwide.

Major supermarkets are also strategically diversifying their product offerings to encompass a wider array of Caribbean food products. Tesco, in particular, has identified Caribbean cuisine as an "emerging trend," further solidifying its position as one of the top 10 cuisine trends in the UK market.⁵⁴ This surge isn't limited to the UK alone; there is a growing demand for Caribbean cuisine across Europe. German, Spanish, and Dutch consumers are seeking out similar products, indicating a continent-wide trend.

CARICOM

The Caribbean offers a wide variety of cultures, which is evidenced in the diversity of food on the different islands. This diversity is due to the historical connections with Africans, Chinese, Indians, Spanish, English, French, Germans, Middle Easterners and Dutch. In a highly competitive global tourist sector, by embracing native cuisine and delivering a variety of food tourism experiences, the Caribbean has been very successful in developing strong and distinct brands and flavours. To have a deeper understanding of a city, nation, or region, tourists are interested in learning about local food, its traditions, and its distinctiveness.⁵⁵

With consumers being increasingly aware of the benefits (economic, environmental and health related) of local produce, there is an increased desire to sample local dishes, foodstuffs and drink. This has led to the emergence of local food and drink festivals, as well as increased interest in local markets.

The size of the global culinary tourism market was valued at \$820 billion in 2023 and is projected to reach \$2,934 billion by the end of 2032, exhibiting a strong compound annual growth rate (CAGR) of approximately 18% from 2024 to 2032.⁵⁶

⁵³ <https://www.ceintelligence.com/files/documents/Absolutely%20Caribbean%20Unlocking%20the%20Profit%20Potential%20of%20the%20Caribbean%20.pdf>

⁵⁴ <https://www.voice-online.co.uk/news/2023/06/15/caribbean-food-trending-as-restaurants-and-supermarkets-expand-range/>

⁵⁵ <https://www.bdobahamas.com/en-gb/insights/food-tourism-in-the-caribbean>

⁵⁶ <https://www.linkedin.com/pulse/culinary-tourism-market-size-comprehensive-analysis-global-howard-04glf/>

Key organisations

There are a number of key organisations which are important to the growth and sustainability of the sauces manufacturing industry, both within food manufacturing and the wider agricultural sector in Jamaica.



Jamaica Agricultural Society - The Jamaica Agricultural Society (JAS) formed in 1895 to stimulate interest of all categories of farmers in the island in agricultural pursuits, and to establish a forum where all farmers could meet, discuss their problems to initiate plans, elect officers and to do all other things necessary for the welfare of the farming community. Services available to farmers include commercial contracts, conveyance, real property, preparation and drafting of legal documents, administration of estates and intestacy/testacy law.

Support for investors: The Jamaica Agricultural Society supports the industry through promoting trade in Jamaican agricultural products, sorting, grading and packaging of produce and ensure the highest quality produce is developed.



The Agro-Investment Corporation - The Agro-Investment Corporation is the national agribusiness promotion and facilitation agency in the Ministry of Agriculture and Fisheries and Mining (MoAFM), with the mandate to package, promote and facilitate agri-business investment opportunities in collaboration with stakeholders and investors. Main services provided include business planning, agricultural investment facilitation, market linkages (connecting investors to local and global markets), on-farm technical support, tractor services, agricultural land matching services.

Support for investors: the Agro-Investment Corporation can be a key source of collaboration between agro-processing investors and agricultural producers operating in Jamaica.



Ministry of Agriculture, Fisheries and Mining – The Ministry of has been charged with the responsibility of driving the integration of the production of primary agricultural produce along all the stages of the supply chain through to value added and facilitating full commercialisation of outputs of the agriculture, manufacturing, and service sectors. The Ministry aims to grow and sustain the Agriculture, Fisheries and Minerals sectors by creating a safe and enabling environment while fostering social inclusion in all policies programmes and projects.

Support for investors: The Ministry of Agriculture, Fisheries and Mining can enact policies and support investors in the agro-processing industry to fully commercialise their operations.



Jamaica Business Development Corporation – JBDC was established in 2001 as the premier government agency providing business development services to Jamaican Micro, Small and Medium-sized Enterprises.

Support for investors: JBDC offers a range of services from business advisory services and technical support to marketing services and incubators for agro-processing.



Jamaica Promotions Corporation - JAMPRO is the premier trade and investment promotions corporation representing the Government of Jamaica. Established as a statutory body under the JAMPRO Act, 1990, who promote business opportunities in export and investment to the local and international private sector.

Support for investors: JAMPRO investor services include market intelligence sharing, site selection facilitation, business and building/development approvals facilitations, business matchmaking, business advocacy and business facilitation meetings.



Jamaica Manufacturers and Exporters Association – JMEA is Jamaica's leading industry association, serving as the voice of exporters, manufacturers, service providers, micro, small and medium enterprises (MSMEs). The JMEA is committed to promoting Jamaican brands.

Support for investors: Members of JMEA have access to a number of benefits including advocacy support, access to finance, business development, export & market research services and marketing & promotions.



The Rural Agricultural Development Authority - RADA is a statutory body under the Ministry of Industry Commerce, Agriculture and Fisheries. The RADA's mandate is carried out using the following services: Social services/ home economics, marketing, water management, livestock unit and farmer training. Training farmers is a crucial aspect of promoting sustainable agriculture, improving food security, and enhancing rural livelihoods. The RADA have extension officers who are equipped to impart knowledge on farmers in areas such as crop management, pest and disease management, soil health and conservation, sustainable farming practices, climate resilience, agribusiness and marketing, livestock, technology and innovation and more.

Support for investors: RADA can support with connections between agricultural producers and potential processing investors, training for staff and marketing practices to ensure optimised commerciality.

ocoglobal.com



OCO GLOBAL