

Discover the Americas – Ten Tips

There are 1 billion people living in the Americas, traversing a distance of 9,000 miles from Vancouver, Canada, to Ushuaia at the tip of Argentina. The USA is a top export destination for all international brands, boosted by 500+ chains, broad assortments, and consumers with purchasing power. There is big business in the Americas beyond the USA and Canada. Mexico was a top global performer in 2024 for most USA export brands. Puerto Rico is a core market, with most mainland companies achieving higher volumes there than larger countries like the UK, Germany, UAE, or Japan. South America has struggled, with disappointing trends. However, 2025 looks like a positive entry window in advance of a recovery.

Searching for ideas to improve your business in the Americas? Read Export Solutions business development tips.

1. MexiGrow – 135 Million Reasons

Mexico appears as a top performer, driven by a middle class exceeding 40 million consumers. Mexico benefits from a surge in “nearshoring” projects as USA manufacturers shift production from Asia. Manufacturers will discover familiar retailers such as Walmart, Sams Club, HEB, and Costco. Some in Mexico remain cautious due to renegotiation of the USMCA trade agreement with the USA and Canada.

2. Island Strategy

The Caribbean consists of 26 countries encompassing 7,000 Islands. These nations mean “big business” for many brand owners as they are primarily dependent on nearby countries for their food supply. USA companies sell everywhere and European brands do well in countries where there are historical relationships: i.e., UK sales to Jamaica and Bermuda, Spain sales to the Dominican Republic, and French sales to Martinique. A common strategy is to select a distributor in the bigger countries and use a consolidator like Walton & Post or Massy to service the smaller islands.

3. Discover PriceSmart

PriceSmart enjoys impressive growth with their 54 membership clubs scattered through 12 countries including Colombia, Panama, Guatemala, and the Dominican Republic. Most buying activities are conducted through offices in San Diego or Miami. Local distributors also sell to PriceSmart outlets in their own countries.

4. Oh Canada

Canada’s GDP ranks tenth in the world. Population exceeds 41 million, boosted by a welcoming immigration policy. Canada features five major retailers, but many stores can be classified as independents. Export Solutions Retailer database tracks 135 unique banners. An upside for many companies is to pursue national presence through partner coverage through Vancouver, Calgary, Montreal, Ottawa, as well as Toronto. Many companies maintain a good presence in Toronto but never visit or drive results in the other 70% of the country.

5. Breaking Down Brasil

Brazil population surpassed 215 million people located in 26 states spread throughout a geography larger than the continental USA. Success strategies for Brasil may require you



to start with individual states like Sao Paulo or sell direct to leading regional customers. Consider a local producer for a manufacturing joint venture. Brasil is too big to ignore.

6. Walmart & Cencosud (Jumbo)

These leading retailers offer direct import programs. These are worth considering for companies without authorized distributors and ability to travel to visit markets in Latin America. Watchout appears that if you sell direct to Walmart & Cencosud, that may prevent you from offering other market customers an equitable value chain due to local distributor service requirements.

7. Puerto Rico & Panama

These represent attractive territories for most USA and European brands. Both countries feature large, modern supermarkets and best in class local distributors. Many USA companies source 1-2% of their USA business from Puerto Rico.

8. Big Bet – USA

USA remains the largest opportunity for overseas brands. Our database tracks more than 500 USA retailers, most open to innovative new products supported by marketing and trade promotion. Consider local production, a market specific broker network, and at least one manager based in the USA. Be prepared to participate in “Hi-Low” promotions and navigating wholesale distributors like Kehe and UNFI.

9. Mercosur Stabilizing

Chile has returned to growth mode and its historic appreciation for international brands. Most economists predict that Argentina has “bottomed” with inflation reduced significantly. Argentina is attractive due to 46 million people with strong appreciation for international food brands. Better to start now building Argentina while the entry costs are minimal relative to the size of the opportunity

10. 1,766 Distributors – Latin America

Export Solutions distributor database tracks 1,766 distributors across 29 Latin American countries and islands. This is virtually complete coverage of all the legitimate brand builders in the area. For the USA, we provide information on more than 682 regional importers and distributors as well as 578 food brokers. Contact Export Solutions for help Discovering the Americas.

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Country Listing Map – USA Example*

“Required Template for Every Country”

Retailer	Stores	SKU 1	SKU 2	SKU 3	SKU 4	SKU 5	Comments/Plans
Walmart SC	3,558	x	x	x			SKU 1, 2, 3 stocked at only 2,000 Supercenters
Costco	614					x	Special SKU 5 for Costco
Kroger	2,723	x	x	x	x		Category Review March
Albertsons	2,273	x	x	x			New shelf set
Publix	1,400	x	x	x			BOGO Ad November
Ahold-FL	2,051	x	x	x	x		New SKU 4 listing
HEB - USA	365	x	x	x			Category Review March
Meijer	266	x	x	x	x		Holiday Display Program
Shop Rite	312	x	x	x	x		New SKU 4 listing
Giant Eagle	216	x	x	x			SKU 4 delisted

*Instructions: List top 10 customers for every country. List all your key SKUs (items). “X” indicates item stocked at customer. Blank space represents a distribution void.

Create Your Own Export Library



Distributor Search Guide



Export Handbook



Selling to USA Handbook



Distributor Management Guide



Finance & Logistics



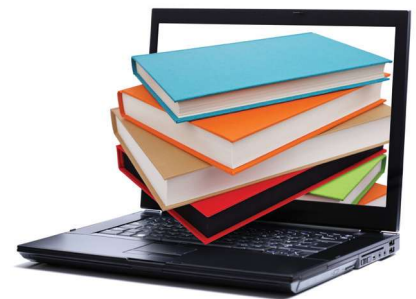
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All guides available free at www.exportsolutions.com in the *Export Tips* section.

Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 287 Distributors
	China – 161 Distributors
	Hong Kong – 176 Distributors
	India – 108 Distributors
	Indonesia – 81 Distributors
	Japan – 179 Distributors
	South Korea – 148 Distributors
	Malaysia – 129 Distributors
	Philippines – 124 Distributors
	Singapore – 167 Distributors
	Thailand – 104 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 114 Distributors
	U.A.E. – 204 Distributors
	South Africa – 115 Distributors

Plus 14 more countries

Europe

	Austria – 73 Distributors
	Belgium – 94 Distributors
	Croatia – 78 Distributors
	France – 137 Distributors
	Germany – 206 Distributors
	Greece – 94 Distributors
	Hungary – 73 Distributors
	Italy – 115 Distributors
	Netherlands – 164 Distributors
	Poland – 110 Distributors
	Romania – 92 Distributors
	Spain – 175 Distributors
	Sweden – 113 Distributors
	Switzerland – 104 Distributors
	Turkey – 99 Distributors
	U.K. – 293 Distributors

Plus 19 more countries

Americas

	Argentina – 60 Distributors
	Bolivia – 57 Distributors
	Brazil – 158 Distributors
	Canada – 249 Distributors
	Chile – 128 Distributors
	Colombia – 99 Distributors
	Costa Rica – 70 Distributors
	Ecuador – 63 Distributors
	Guatemala – 79 Distributors
	Mexico – 211 Distributors
	Panama – 71 Distributors
	Paraguay – 61 Distributors
	Peru – 93 Distributors
	Uruguay – 60 Distributors
	USA – 682 Distributors
	USA – 578 Brokers

Plus 15 more countries

*Use Export Solutions
Distributor Database to fill in
the Gaps in your Coverage Map*

