

The World Market for Rum and Tafia: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for rum and tafia. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for rum and tafia for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Rum and tafia' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'rum and tafia' is 11244.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: RUM AND TAFIA EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED RUM AND TAFIA IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 CAMEROON

3.1.3 CAPE VERDE

3.1.4 ESWATINI

3.1.5 KENYA

3.1.6 MADAGASCAR

3.1.7 MAURITIUS

3.1.8 MOROCCO

3.1.9 SOUTH AFRICA

3.1.10 UGANDA

3.2 ASIA: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BHUTAN

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 JAPAN

3.2.6 LAOS

3.2.7 NEPAL

3.2.8 SINGAPORE

3.2.9 SRI LANKA

3.2.10 THAILAND

3.2.11 THE PHILIPPINES

3.2.12 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BOSNIA AND HERZEGOVINA

3.3.5 BULGARIA

3.3.6 CROATIA

3.3.7 CYPRUS

3.3.8 DENMARK

3.3.9 ESTONIA

3.3.10 FINLAND

3.3.11 FRANCE

3.3.12 GERMANY

3.3.13 GREECE

3.3.14 HUNGARY

3.3.15 IRELAND

3.3.16 ITALY

3.3.17 LATVIA

3.3.18 LITHUANIA

3.3.19 LUXEMBOURG

3.3.20 MALTA

3.3.21 NORWAY

3.3.22 POLAND

3.3.23 PORTUGAL

3.3.24 SLOVAKIA

3.3.25 SLOVENIA

3.3.26 SPAIN

3.3.27 SWEDEN

3.3.28 SWITZERLAND

3.3.29 THE CZECH REPUBLIC

3.3.30 THE NETHERLANDS

3.3.31 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 BELIZE

3.4.3 BRAZIL

3.4.4 COLOMBIA

3.4.5 COSTA RICA

3.4.6 ECUADOR

3.4.7 GUATEMALA

3.4.8 GUYANA

3.4.9 MEXICO

3.4.10 NICARAGUA

3.4.11 PANAMA

3.4.12 PARAGUAY

3.4.13 PERU

3.4.14 SURINAME

3.4.15 URUGUAY

3.4.16 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 ANGUILLA

3.5.3 ANTIGUA AND BARBUDA

3.5.4 BARBADOS

3.5.5 BERMUDA

3.5.6 CANADA

3.5.7 CUBA

3.5.8 GRENADA

3.5.9 HAITI

3.5.10 JAMAICA

3.5.11 ST. KITTS AND NEVIS

3.5.12 ST. LUCIA

3.5.13 THE BAHAMAS

3.5.14 THE DOMINICAN REPUBLIC

3.5.15 THE UNITED STATES

3.5.16 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FIJI

3.6.4 NEW ZEALAND

3.6.5 TONGA

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF RUM AND TAFIA IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ISRAEL

3.7.3 THE UNITED ARAB EMIRATES

4 IMPORTS

4.1 AFRICA: RUM AND TAFIA IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BENIN

4.1.4 BOTSWANA

4.1.5 BURKINA FASO

4.1.6 CAMEROON

4.1.7 CAPE VERDE

4.1.8 COTE D'IVOIRE

4.1.9 ETHIOPIA

4.1.10 MAURITIUS

4.1.11 MOROCCO

4.1.12 MOZAMBIQUE

4.1.13 NAMIBIA

4.1.14 NIGERIA

4.1.15 RWANDA

4.1.16 SENEGAL

4.1.17 SIERRA LEONE

4.1.18 SOUTH AFRICA

4.1.19 TANZANIA

4.1.20 THE CENTRAL AFRICAN REPUBLIC

4.1.21 THE DEMOCRATIC REPUBLIC OF THE CONGO

4.1.22 UGANDA

4.1.23 ZIMBABWE

4.2 ASIA: RUM AND TAFIA IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 CHINA

4.2.3 HONG KONG

4.2.4 INDIA

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MACAU

4.2.8 MALAYSIA

4.2.9 MONGOLIA

4.2.10 NEPAL

4.2.11 SINGAPORE

4.2.12 SOUTH KOREA

- 4.2.13 SRI LANKA
- 4.2.14 TAIWAN
- 4.2.15 THAILAND
- 4.2.16 THE MALDIVES
- 4.2.17 THE PHILIPPINES
- 4.2.18 VIETNAM
- 4.3 EUROPE: RUM AND TAFIA IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ANDORRA
 - 4.3.3 AUSTRIA
 - 4.3.4 BELARUS
 - 4.3.5 BELGIUM
 - 4.3.6 BOSNIA AND HERZEGOVINA
 - 4.3.7 BULGARIA
 - 4.3.8 CROATIA
 - 4.3.9 CYPRUS
 - 4.3.10 DENMARK
 - 4.3.11 ESTONIA
 - 4.3.12 FINLAND
 - 4.3.13 FRANCE
 - 4.3.14 GEORGIA
 - 4.3.15 GERMANY
 - 4.3.16 GREECE
 - 4.3.17 HUNGARY
 - 4.3.18 ICELAND
 - 4.3.19 IRELAND
 - 4.3.20 ITALY
 - 4.3.21 KAZAKHSTAN
 - 4.3.22 LATVIA
 - 4.3.23 LITHUANIA
 - 4.3.24 LUXEMBOURG
 - 4.3.25 MACEDONIA
 - 4.3.26 MALTA
 - 4.3.27 MOLDOVA
 - 4.3.28 NORWAY
 - 4.3.29 POLAND
 - 4.3.30 PORTUGAL
 - 4.3.31 ROMANIA
 - 4.3.32 RUSSIA

- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE
- 4.4 LATIN AMERICA: RUM AND TAFIA IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 ARGENTINA
 - 4.4.3 BELIZE
 - 4.4.4 BOLIVIA
 - 4.4.5 BRAZIL
 - 4.4.6 CHILE
 - 4.4.7 COLOMBIA
 - 4.4.8 ECUADOR
 - 4.4.9 EL SALVADOR
 - 4.4.10 GUATEMALA
 - 4.4.11 GUYANA
 - 4.4.12 HONDURAS
 - 4.4.13 MEXICO
 - 4.4.14 NICARAGUA
 - 4.4.15 PANAMA
 - 4.4.16 PARAGUAY
 - 4.4.17 PERU
 - 4.4.18 SURINAME
 - 4.4.19 URUGUAY
- 4.5 NORTH AMERICA & THE CARIBBEAN: RUM AND TAFIA IMPORTS IN 2024
 - 4.5.1 EXECUTIVE SUMMARY
 - 4.5.2 ANTIGUA AND BARBUDA
 - 4.5.3 ARUBA
 - 4.5.4 BARBADOS
 - 4.5.5 BERMUDA
 - 4.5.6 CANADA
 - 4.5.7 JAMAICA
 - 4.5.8 ST. LUCIA
 - 4.5.9 THE BAHAMAS

4.5.10 THE DOMINICAN REPUBLIC

4.5.11 THE UNITED STATES

4.6 OCEANIA: RUM AND TAFIA IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 TONGA

4.7 THE MIDDLE EAST: RUM AND TAFIA IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 BAHRAIN

4.7.4 ISRAEL

4.7.5 LEBANON

4.7.6 OMAN

4.7.7 QATAR

4.7.8 TURKEY

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