

Regional market study for moringa from Burkina Faso

Last updated:

28 June 2023

This report identifies, analyses and describes the countries that have the best opportunities for moringa exporters from Burkina Faso for export within the region. Ghana, Cote d'Ivoire and Nigeria are the countries with the most possibilities.

Contents of this page

1. [What makes the selected regional markets an interesting market for moringa?](#)
2. [What mandatory requirements do moringa products have to comply with to be allowed on the Ghanaian market?](#)
3. [What mandatory requirements do moringa products have to comply with to be allowed on the Nigerian market?](#)
4. [What mandatory requirements do moringa products have to comply with to be allowed on the Cote d'Ivoire market?](#)
5. [Tariffs within ECOWAS](#)
6. [What are buyers' most common additional requirements?](#)
7. [How is the end-market segmented?](#)
8. [What channels does a product move through before reaching the end-market?](#)
9. [What competition is there for moringa products in the regional markets?](#)
10. [What are the prices for moringa products on the regional markets?](#)
11. [Annex 1: Business support organisations and relevant contacts](#)

The distribution channels, products, main players in the market and prices are described for each of these markets.

1. What makes the selected regional markets an interesting market for moringa?

Out of all the ECOWAS countries, Nigeria, Ghana and Cote d'Ivoire offer the best opportunities for moringa exporters from Burkina Faso. The country selection model (further explained in Appendix 2) resulted in this top three list of possible markets for moringa from Burkina Faso. They are interesting for the following reasons.

1. Their economies are the largest in the region.
2. Moringa is well-known, mainly in Ghana and Nigeria, because it is produced locally and there are local markets. Exporters can benefit from this.
3. In terms of geography, language and culture, Ghana and Cote d'Ivoire are close to Burkina Faso. Nigeria is further away but worth the effort. This is particularly true for companies from Burkina Faso who want to access the European market in the medium to long term. For these companies, selling to the Nigerian market in the short to medium term is a clear step toward the European market.

Nigeria has increased its production of moringa over the last ten years, mainly through family-owned farms and small businesses. More recently, due to government programmes, a form of national shared farming, cooperative farming, has developed. This encourages local produce and the export of dried leaves and seeds.

Ghana is thought to be the largest producer of moringa in West Africa. Value-added products are developed for national and international markets there, in several programmes run by NGOs and private companies.

Cote d'Ivoire's moringa market is different because herbal teas and powders are very popular. Exports are increasing, and the largest company on the local market is the Fredy's brand, owned by the Swiss Tropical Fruit company.

A comparison of the three countries shows that Ghana looks most promising, ahead of Cote d'Ivoire and Nigeria. The available statistics show that Nigeria is by far the largest economy in West Africa, ahead of Ghana and Cote d'Ivoire. More details about populations and GDPs (Gross Domestic Products) are shown below.

Source: Worldbank data (2023)

Source: Worldbank data (2023)

You could find more important information by further analysing and comparing the three markets' imports. There are three HS codes for registering the trade of moringa and similar products:

- 071290 – dried vegetables, whole, cut, sliced, broken or in powder but not with anything more done to it;
- 151590 – other fixed vegetable fats and oils (including jojoba oil) and their fractions, refined or not, but not chemically changed; and
- 121299 – fruit stones, kernels and other vegetable products, including unroasted *cichorium intybus sativum* chicory roots, mainly for people to eat.

There are two important issues with this trade data comparison:

- The three HS codes are not specifically for moringa. They include other vegetable products. The share of moringa in these codes is different from year to year, between countries: no one knows the exact quantities.
- The quality of regional trade data is limited because not all trade is recorded officially.

Source: UNComtrade (2023)

Main opportunities in Cote d'Ivoire, Ghana and Nigeria

Moringa is grown in West, East and South Africa. Countries like South Africa, Ghana, Mozambique, Kenya and Zambia are becoming important producers of moringa oleifera. They even reach international markets in Europe, USA and Asia. Nigeria and Cote d'Ivoire also produce moringa.

The information provided in this report was gathered in more than 25 interviews with people working in the same trade in Cote d'Ivoire, Nigeria and Ghana. The main opportunities are as follows.

- Because of the rise of the middle class and a growing number of consumers paying more attention to healthy and natural food products, the number of people who want nutrient-rich foods – such as moringa – is increasing in these countries.
- Moringa is grown, prepared and marketed in Nigeria, Cote d'Ivoire and Ghana. Therefore, the market is already developed to a certain level. This is a benefit to new players in the market.

- The greatest opportunities can be found in the added-value product part of the market. These include moringa supplements, moringa oil and moringa-based cosmetics.
- Imported products are seen as luxury products. This is a clear market opportunity if this is made clear to consumers.
- Moringa from Burkina Faso is seen as a luxury product.
- WACOMP countries apply a 0% tariff to moringa. This means there is a competitive advantage over moringa products from outside West Africa.

In terms of increasing sales, the following opportunities are present:

- Social media can be used to advertise and as an online selling channel in the three chosen markets.
- Sellers can participate in trade fairs and business to business events to look for possible buyers
- Sellers should contact the main identified wholesalers, retailers and business support groups in the three countries to sell their products or companies, and to find and create leads.
- Sellers should look at what competitors and main players are doing in the target markets in terms of new products and marketing. This will help them to prepare good export marketing strategies using strong Unique Value Propositions.
- Invest in advertising to highlight the products' qualities and benefits and to educate the possible consumers in the three markets.

In terms of market entry, be aware of the following points:

- The import authorities of the country you are importing to may want to look at where you grow your or prepare your products. You have to cover the costs yourself or share them with the importer.
- Study the distribution channels in the three chosen markets and choose the most effective one:
 - In Ghana and Cote d'Ivoire: Find a strong partner company and develop new products together.
 - In Ghana: Due to the lack of irrigation in plantations during the dry season, find people who may need unprepared, or raw, materials (seeds and leaves).
 - In Nigeria: Try to identify an agent who can introduce moringa products into the open markets.

2. What mandatory requirements do moringa products have to comply with to be allowed on the Ghanaian market?

The [Food and Drugs Authority – FDA](#) sets legal standards, or requirements, on imports. Importers should have permission, the authorities have to know about them, and the importers have to receive certain documents to import certain products. To get permission, importers may need to meet specific standards, have particular documents and pay to register.

- Application for Registration, such as the [Food Product Importer Form](#) (FDA/FER/FOR-02).
- Application for Importer registration on Finished pharmaceutical products, herbal medicines, food supplements and pharmaceutical raw materials (FDA/DIS/FOR – 09).
- Copy of Business Registration Certificate.
- Sanitary or Phytosanitary Certificate (if necessary).
- Certificate of Analysis for each product and variant where it is necessary. An officer who has the right permissions needs to approve this.
- Radiation certificate for the food product (if necessary).
- A copy of the product label (Model Label).

For more information about the forms and payments you need, please visit the [Food and Drugs Authority \(FDA\)](#) website.

Clearance procedure

The [Ghana Standards Authority \(GSA\)](#) sets the rules for imported goods. Imported goods (i.e. food products,

pharmaceuticals, cosmetics) that are thought of as High Risk Goods (HRGs) due to serious health, safety and environmental effects they might have need to meet specific standards.

- All importers of HRGs should register with the [GSA](#).
- Importers should meet with the Ghana Standard(s) that apply to their product.
- Importers should let the Ghana Standards Authority know about their products through [GCNet](#).
- All imported HRGs should be accompanied by a Certificate of Analysis (CoA) or Certificate of Conformance (CoC), with reference to the relevant standards, issued by a lab. It is best if this lab is in the exporting country.
- Failing to provide a CoA/CoC means the shipment cannot be cleared until product samples have been tested using the relevant standards and they meet them.
- The importer pays to have the product handled by the GSA and tested (price is set on occasion).
- Upon arrival, and depending on the risk assessment rating – i.e. how safe the product is thought to be – the goods are subject to the following:
 - Product label is checked and judged for qualities at the point of entry.
 - Samples can be checked and the rating of brand, exporter and importer reviewed.
- The goods will be released if these needs are met:
 - The CoA/CoC is authenticated.
 - The product label meets the standards.
- Other documents can be attached to the shipment that work too, such as permits from other agencies.
 - The Customs Division of the Ghana Revenue Authority will clear the shipment once everything meets the standards and an Inspector from the Ghana Standards Authority releases them.
 - The Inspector may take samples for to check and look at the rating of brand, exporter and importer and to build a relevant database. The quality status of the brand and Risk Assessment Rating of the importer and exporting country is not important here.
 - If the GSA is unable to complete a Conformity Assessment on HRGs (Import Inspection) kept for quality checks within 24 hours, the shipment can released on the condition the importer understands that goods cannot be disposed of until the Conformity Assessment has been completed.

If this happens, the importer or their agent should apply to the GSA to release the goods to a warehouse.

- The application should have the following details:
 - - The Bill of Lading No., Packing list, Declaration (CCVR) No. and TIN Name, address and telephone number(s) of the importer and/or Authorised Clearing Agent.
 - The address of the importer's warehouse.
 - An undertaking duly signed by the importer or his agent assuring GSA that the product released provisionally/conditionally will not be distributed or sold until GSA issues a final release letter to the importer.

All importers need to register with the GSA for this application and comply with all the procedures before the products can be released. Importers' registration forms should be completed and submitted electronically or at any GSA office.

Labelling and packaging requirements

In terms of the compliance check for imported goods, these are the Ghana Standards Authority General Labelling Rules labelling requirements (1992 (L.I.1541)):

- Name of product
- List of ingredients in food
- List of active ingredients and their levels in drugs
- Date of production and expiry date/best before/use by date (food)
- Date of production and expiry date (drugs)

- How product was stored
- Instructions for use
- Net content
- Name and address of producer/manufacture
- Country of Origin
- Date of production (as applicable)
- Batch/Lot number
- The trademark or brand name should not be used instead of the name of a food
- Marks or labels should be printed, impressed, embossed or stamped in indelible ink and be readable.
- Information about products should meet the requirements of the standards that apply.
- All information on the label in a language other than English should be translated into English. If these standards are not met, the goods/products may be taken and held.

Tip:

Make sure your importer/agent is aware of what needs to happen according to the law (the legal requirements). You can find the requirements the following locations:

- [Ghana Standards Authority - GSA](#)
- [Food and Drugs Authority - FDA](#)

3. What mandatory requirements do moringa products have to comply with to be allowed on the Nigerian market?

The [National Agency for Food and Drug Administration \(NAFDAC\)](#) regulations contain the standards that moringa and everything made from it has to meet. This organisation controls the production, trade and sale of food, drugs, cosmetics, chemicals, detergents, medical devices and packaged water.

All products have to be registered and have a certificate to be allowed into the country. This process is often quite long and requires help from an agent or consultant.

The standard process of registering a product involves the following steps.

- The importer or appointed local distribution and sales agent must register a brand and trademark with the Nigerian Corporate Affairs Commission.
- The importer must provide several documents from the country of origin to the NAFDAC authorities. These documents often include:
 - A power of attorney from the owner(s) of the product
 - Certificate of Origin (CoO)
 - Certificate of analysis (CoA) from the manufacturer of the product
- Samples of the product(s) must be sent to NAFDAC so they can be analysed in a market lab. If they meet all NAFDAC standards, they will receive market authorisation, and the product will receive a NAFDAC number.

NAFDAC may want to visit the country of production to inspect where it was made and that it meets good manufacturing practices (GMP). The importer or product owner pays for this.

Clearance procedure

All imports are subject to customs and inspections when they arrive at the port. This means clearance times can take a lot longer. Although the NAFDAC documents are a large part of the inspection process, the custom authorities may test imported products to check if they meet more regulatory standards.

To receive clearance for goods imported into Nigeria, traders must present the bill of lading, commercial invoice, Form 'M' entry declaration, packing list, single goods declaration, product certificate and CoO.

Labelling and packaging requirements

The label shall contain the following information:

- Name of product
- List of ingredients in food
- List of active ingredients and their levels in drugs
- Nutrition facts
- Date of production and expiry date/best before/use by date (food)
- Storage conditions
- Instructions or directions for use
- Net content
- Name and address of producer/manufacturer and distributor
- Country of Origin
- Date of production (as applicable)
- Batch/Lot number
- The trade mark or brand name shall not be substituted for the name of a food
- All information on the label in a language other than English should be translated into English.
- For soap, food and drinks, the packaging should carry the expiration date or the shelf life, as well as active ingredient(s), where applicable.
- All items entering the country must be labelled exclusively in metric. Products with dual or multiple markings will be confiscated or refused entry.

Tips:

Access the NAFDAC guidelines for Good Manufacturing Practices using this link: [NAFDAC Guidelines](#).

Find specific guidelines and regulations applicable to herbal and cosmetics in the [Herbal and Cosmetic Guideline](#).

Find more information about the standards food products have to meet in the NAFDAC [Regulations for food products](#).

Use [The Nigeria Trade Hub](#) as an information portal. Users can classify their imports/exports based on Harmonized Tariff Schedule (HTS) codes, find freight charges, duty fees and information on clearing processes.

Track your shipment and more in the [Single Window Portal](#). It allows traders to access customs regulations online, submit customs documents electronically, track transaction status online, and submit electronic payments.

Find more information on labelling on [Standard Organisation of Nigeria](#).

4. What mandatory requirements do moringa products have to comply with to be allowed on the Cote d'Ivoire market?

Exporting to Cote d'Ivoire requires the following documentation:

- Certificate of conformity for customs clearance issued by [Guichet Unique pour le Commerce Extérieur](#)

(National Single Customs Window Platform).

- Commercial invoice: The importer needs two copies of freight invoices in French. This should be sent by post and arrive in Côte d'Ivoire before the goods arrive. No specific form is required, but all invoices must contain:
 - name of the exporter and the person receiving the goods
 - the number and types of packages
 - the marks and numbers on the packages
 - the net and gross weight
 - the CIF value
 - the conditions of sale and a detailed description of the goods
- Certificate of Origin: Two certified copies are needed.
- Packing list: The law does not need a packing list, but they are generally considered essential to speed up the customs process.
- Bill of lading or air waybill: There are no regulations about what a bill of lading has to contain. Importers should indicate the identity documents, the name and address of the person receiving the goods. The shipping marks on the goods must match the numbers on the bills of lading/invoices exactly.
- Pro-forma Invoice: People who want to import goods have to attach six copies of this invoice to the import license application and/or intent to import. A pro-forma invoice may also be required when applying to the Ivorian authorities for the shipment of bonded goods across the country.
- Certificate of Inspection Webb Fontaine: issued by the Control Centre Webb Fontaine, delivered to the importer in Abidjan. This is to ensure that invoice valuation is consistent with the goods shipped. The inspection process is triggered by the Ivorian importer when they file an import declaration form.
- For the import of samples, an application for authorisation must be filed with the Direction Générale des Douanes.

Clearance procedure

Traders must present the documents listed above to receive clearance for goods imported into Cote d'Ivoire.

The fee charged by the [National Single Customs Window Platform](#) for inspection services is 0.75% of the FOB (Free on Board) value of the products. The inspection company receives 1.05% of the FOB value.

Payment of import duties and taxes must be made within 20 days of the arrival of the goods. The average time of customs clearance can vary from 48 hours to a week.

The [Direction Générale des Douanes Cote d'Ivoire](#) is the competent authority regarding duties and taxes for products that enter the country. Their website also has a list of authorised logistics services agents (e.g. Freight Forwarders and Customs Brokers).

Labelling and packaging requirements

Label elements must comply with international standards, and contain the following information:

- Product Name
- Name and Address of producer/brand
- Weight
- Country of origin
- Batch identification number or code
- Instructions for use
- Production date/expiry date
- Nutritional information

Products on sale in Côte d'Ivoire must be packaged well. The packaging must also not contain any non-biodegradable plastics.

Tips:

Consult the [Ministry of Agriculture of Cote d'Ivoire](#) website for more information on import standards and procedures.

Be aware that the import authorities in Ghana, Nigeria or Cote d'Ivoire may ask to see your plantations or facilities. You have to cover this cost yourself or share it with the importer.

5. Tariffs within ECOWAS

The Economic Community of West African States (ECOWAS) set up a free trade area in 1990 and took on a common external tariff in January 2015. Moringa imported from other ECOWAS countries has a 0% customs duty, compared to 20% for countries outside of the ECOWAS. Note that a certificate of origin is required to benefit from the preferential the lower rate.

6. What are buyers' most common additional requirements?

Surveys with experts, manufacturers and importers in the three countries show the main aspects that buyers believe are important are the quality of the product and the packaging.

Some retail channels in Cote d'Ivoire are only for organic products, such as [Eucalyptus](#) and Moringa Gourmet de Tiassale. This could be an opportunity for organic certified exporters from Burkina Faso.

Tips:

Use the 0% tariff for WACOMP countries. This helps you get ahead of countries from outside West Africa.

Discuss transport costs and duties with the importer to avoid last minute charges.

Consider exporting organic products, especially to Cote d'Ivoire.

Use [ePing](#) to review technical regulations and conformity assessment procedures. It also provides access to messages from WTO Members under the Agreements on Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT).

7. How is the end-market segmented?

The moringa market can be divided into three different segments:

- food industry
- cosmetic industry
- end-users who buy moringa as food condiments and teas, capsule supplements and cosmetics (mainly oil and soap).

How the market is divided in Ghana

For Ghana, interviews with seven producers and wholesalers who represent the market (70% of the market) took place. These interviews provided the following data (Figure 4) about the production and consumption of different moringa products.

Source: interviews with relevant producers – February 2023

The results show that farmers of moringa products in Northern Ghana, which is the main geographical zone of production, mainly produce moringa powder, leaves and soap. Moringa tea and oil represent 15% of the total market, so the Ghanaian market offers slightly better opportunities for these two products.

Ghanaian exporters who focus on ex-Ecowas markets only source luxury quality raw materials in terms of taste, texture, aroma and colour. In local markets, there is healthy demand for moringa for medicinal treatments, skin care and supplements, and the demand is growing.

How the market is segmented in Nigeria

In Nigeria, the local demand for moringa is mainly in the form of dried leaves, powder and teas. These are largely meant to be used as alternative medicines. The leaves, seeds and oils are also regularly used for cooking.

The Nigerian market is already full for low-added value moringa products (from raw materials to powder, seeds and leaves). However, there is more demand for capsules and health and nutrition supplements, off-the-shelf tea, oil and cosmetic products. Although some local producers provide products in this range, there is room for new and innovative products. It is important to note that imported products are seen as better than local products.

The part of the market for prepared moringa products includes products such as moringa powder, moringa tea, and moringa cosmetics (mainly body lotions, soaps). According to consumer interviews, what consumers want largely seems to be shaped by branding and marketing using qualities, such as health, wellness, fitness and alternative medicine.

How the market is segmented in Cote d'Ivoire

In Cote d'Ivoire, moringa is consumed mainly by the middle class (expats, diasporas, some Lebanese nationals). These consumers are health-conscious and look for natural and nutritious products to make up part of their diet.

Based on information from Swiss Tropical Fruit, which represents 50% of the market, the two main moringa products manufactured in Cote d'Ivoire are tea and oil (50% and 44% of processing output, respectively). The remainder is powder (6%).

Source: Based on data from Swiss Tropical Fruit

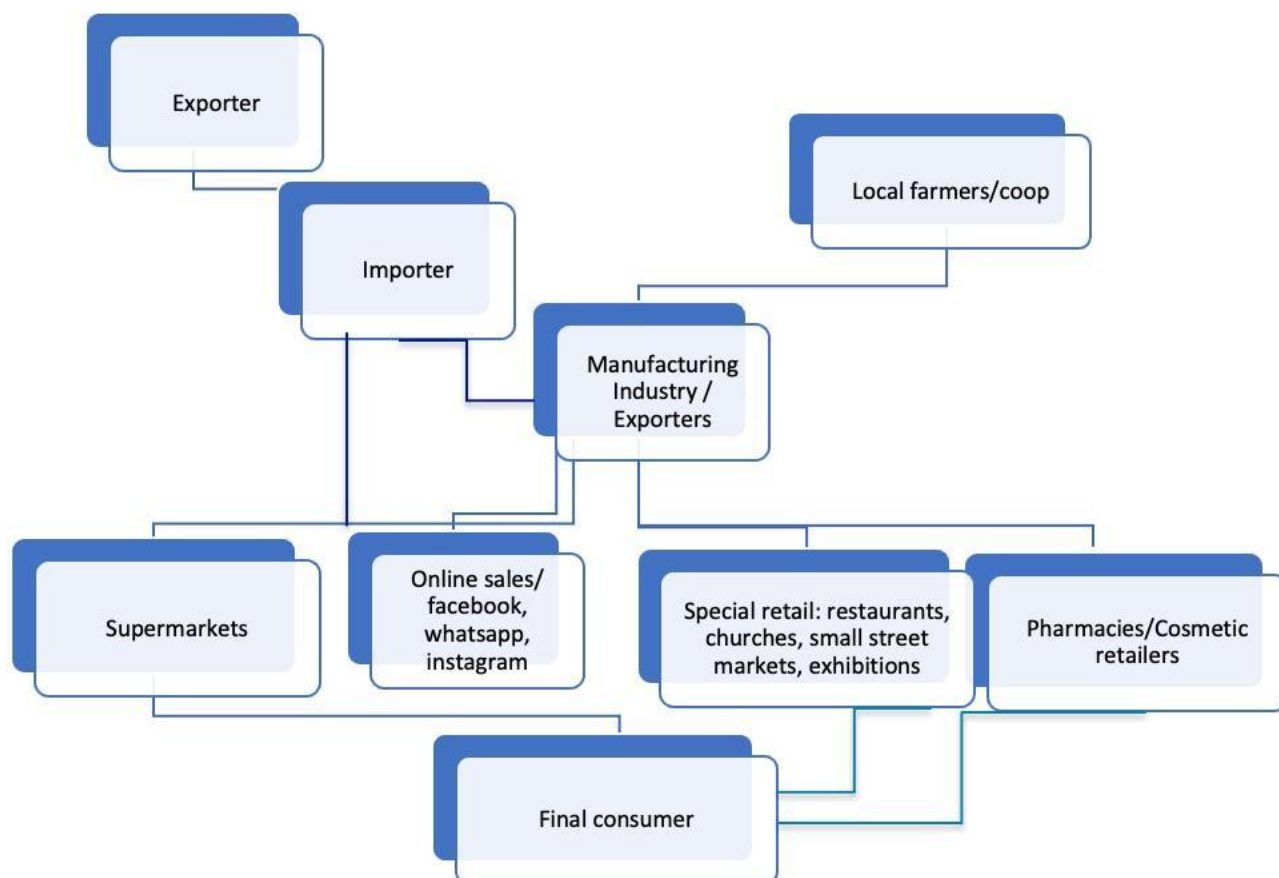
8. What channels does a product move through before reaching the end-market?

The moringa distribution channels in the three countries are slightly different.

Channels in Ghana

Figure 6 provides an overview of distribution channels in Ghana.

Figure 6: Ghana – distribution channels



Source: Globally Cool

As shown in Figure 6, in Ghana, processing companies are very important in producing value-added products and in getting products directly to retailers. Retailers include supermarkets, specialised shops, pharmacies, street markets and companies or individuals doing online sales through social media (Facebook, Instagram, WhatsApp).

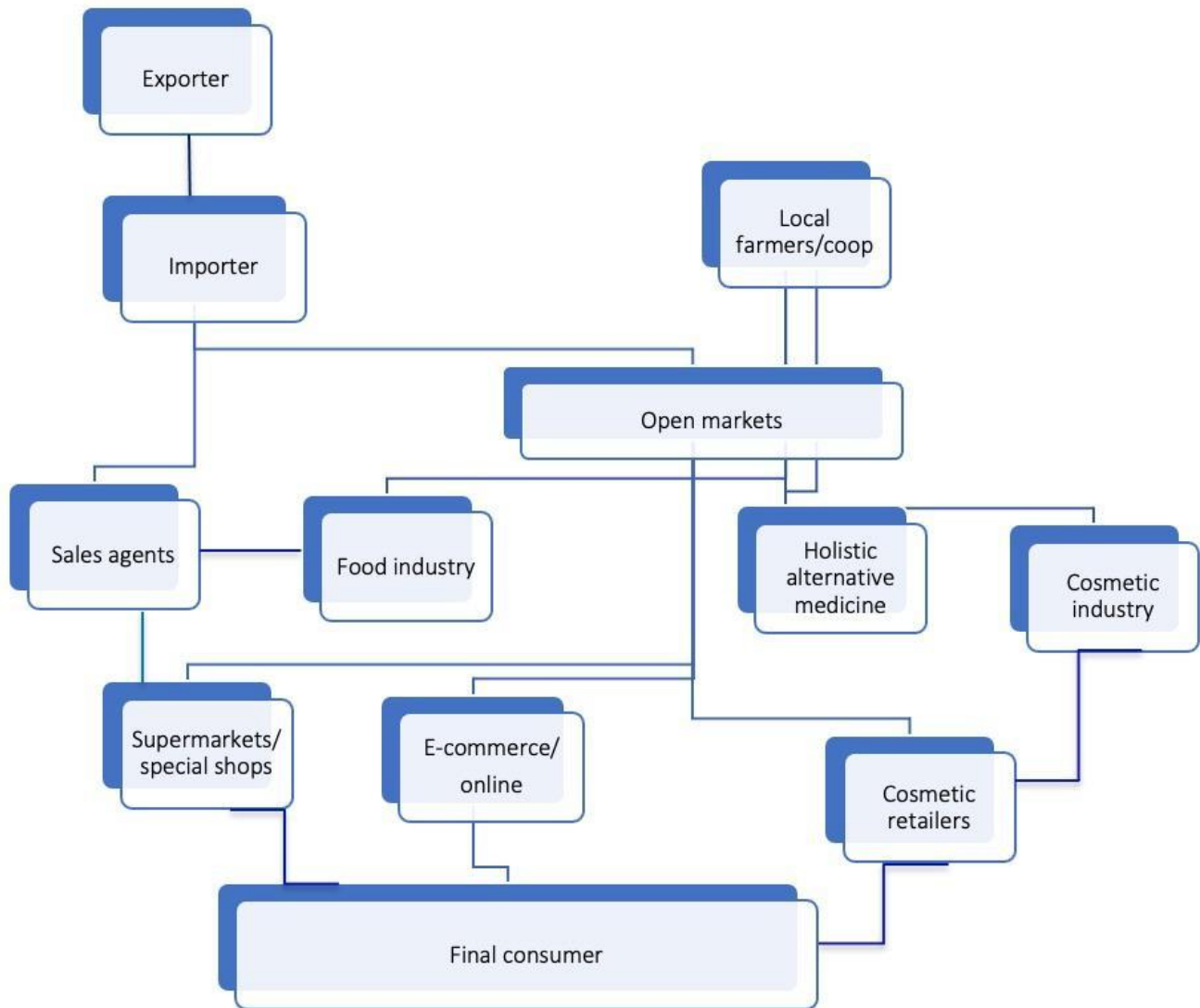
Around 60% of these processors also export to the European and Asian markets. Moringa producers, such as [Kasi Naturals](#) (Power Minds), [Moringa Connect](#), [Green Gold Social Enterprise](#) and the [Ghana Permaculture Institute](#), export to other African countries, like Senegal, Nigeria, Burkina Faso and Togo.

According to manufacturers and experts, selling directly is the most efficient distribution channel. Direct sales facilitate direct advertising of moringa products to customers. Direct sales are very popular in restaurants, local exhibitions, churches, and door-to-door in different cities in Ghana.

Channels in Nigeria

In Nigeria, open markets play a major role in the distribution of moringa to the different retail channels and final consumers. Exporters from Burkina Faso need to find an importer or agent to enter the market.

Figure 7: Nigeria – distribution channels



Source: Globally Cool

As shown in Figure 7, the importer sells through sales agents who operate in a particular part of the country or directly to the open markets. These parties import food and drinks, and medicinal products in large quantities mainly from Europe, Asia and North America. They often hold licenses for specific brands and product categories.

Importers sell the different products in smaller batches to sales agents who cover specific areas through a network of sales representatives. The sales representatives are responsible for getting and keeping products in retail outlets, like supermarkets, corner stores and in the open markets.

Imported goods are taken from containers and cleared in the different ports of entry. They are then brought to the open markets in Lagos. The most popular open markets in Lagos for international trade are Alaba International Market, Balogun Market, Idumota Market, Tejuosho Market and Oyingo Market.

The growth in online purchasing and payments shows that e-commerce has increased a lot in Africa. This is also true in West Africa. Here, brands and distributors are reaching end consumers directly by using social media. Facebook, Instagram and WhatsApp are the major selling digital channels. These platforms allow customers to pay with credit cards, debit cards or cash upon delivery. E-banking is well developed in Nigeria.

Some e-commerce sites and digital stores to consider are:

- Jumia
- Konga
- Jiji
- Fitfam foodie
- Ihesie Natural Health

Importers of beauty and cosmetic products in Nigeria, trading multi-brand beauty, health and cosmetic products are:

- Royal Glow Beauty Empire
- NG Stores
- Green Foods

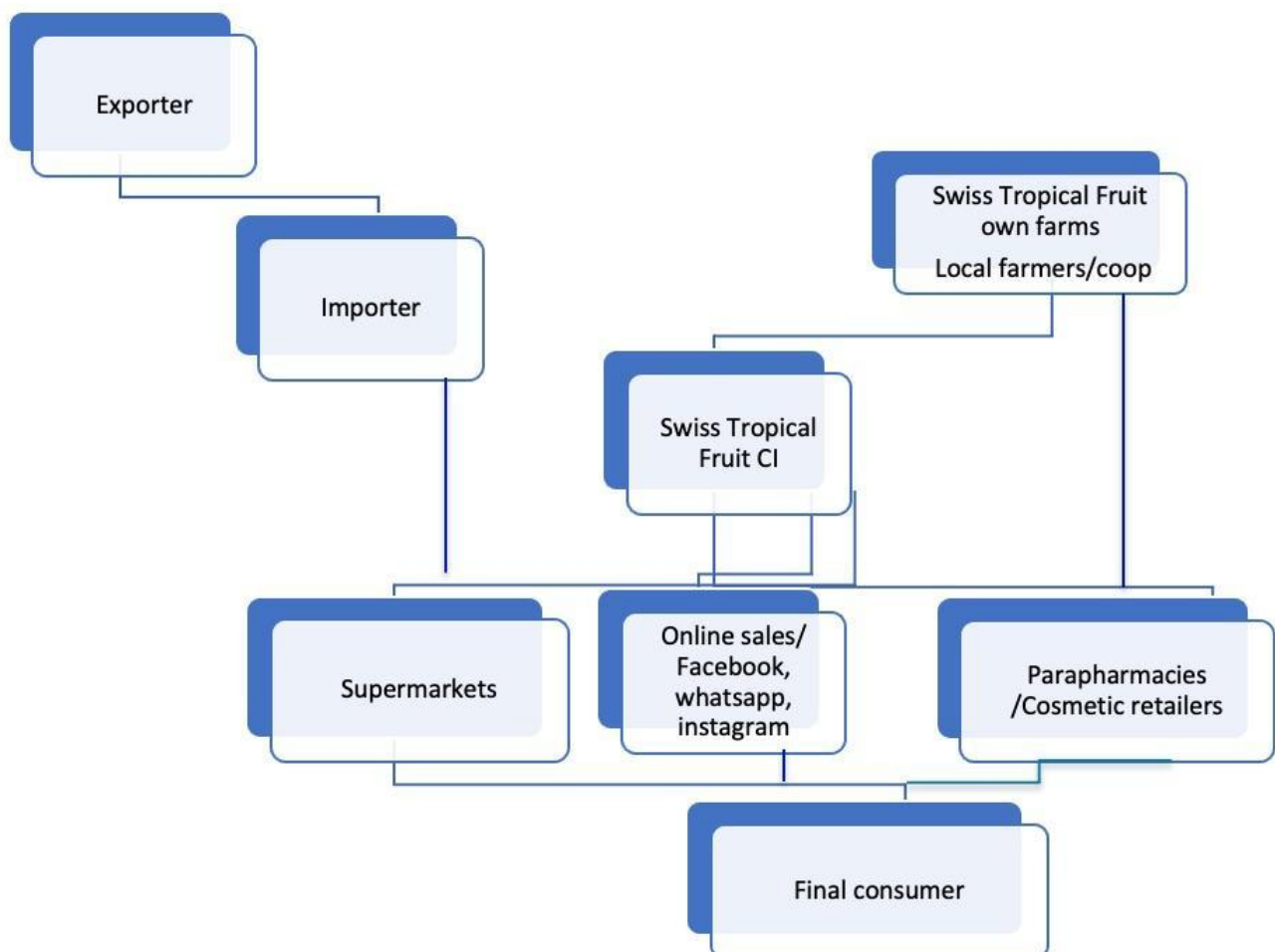
Other popular channels in Nigeria are alternative medicine shops, and health and fitness clubs where supplements are in high demand.

Friska is a company that produces natural herbal infusion teas with moringa as a primary ingredient. Since the COVID-19 pandemic, the company has sales have increased a lot. This is because the products they offer claim to boost the immune system.

Channels in Cote d'Ivoire

An overview of distribution channels in Cote d'Ivoire is shown in Figure 8.

Figure 8: Distribution channels in Cote d'Ivoire



Source: Globally Cool

The products from the processing of moringa leaves and seeds are distributed in Cote d'Ivoire through several channels. These include para-pharmaceuticals shops, specialty shops, supermarkets, spas, beauty salons and online sales through social media.

The company [Swiss Tropical Fruit CI Moringa Gourmet de Tiassale](#) controls more than 50% of the moringa market in Cote d'Ivoire. They have plantations and a factory where they produce moringa tea, powder and oil. All their products are certified as organic ([Ecocert](#)).

Online sales are very important in Cote d'Ivoire. There are a few marketplaces and online retail shops that sell moringa products. Most of these moringa products are cosmetic balms, oils, creams and shampoos. Oils and creams are the most popular segments.

Tips:

Nigeria: focus on identifying an agent or importer. Taking part in trade shows can help with finding the right business partner. Moringa products are distributed to wholesalers and retailers through open markets. This means it is best to have an agent in Nigeria who can visit the markets, manage stock and help with promoting products.

Ghana: there are several interesting retail channels. Producers from Burkina Faso should try to contact distributors directly and organise meetings to present their products and unique selling points.

Cote d'Ivoire: one could sell directly to consumers. This can be done online or via a sales representative who is employed by the firm. Another option is to enter into a partnership with a producer in Cote d'Ivoire and complement their product range.

Focus on exporting value-added products, like moringa supplements, oil and cosmetics to the target markets.

Consider using social media for advertising and as an online selling channel.

Promote products' qualities and benefits when contacting possible clients.

Meet potential buyers at trade fairs

To connect with possible clients, trade fairs are the most important events for prospective exporters. The most relevant trade fairs to attend in Nigeria, Ghana and Cote d'Ivoire and other African countries are listed below.

- [Agrofood Ghana](#), 21 – 23 November 2023, AICC – Grand Arena – Accra.
- Nigeria International Agriculture Expo, 6 – 8 June 2023, Abuja Trade & Convention Center – Lugbe
- [Nigeria Agrofood](#), 28 – 30 March 2023, Landmark Centre – Lagos, Nigeria
- [Salon International de l'Agriculture et de Ressources Animales – SARA](#), 29 September – 8 October 2023, Parc des Expositions – Abidjan, Cote d'Ivoire.
- [Agrofood West Africa](#), 17 – 19 October 2023, Parc des Expositions – Abidjan, Cote d'Ivoire
- [Salon International de Beaute Abidjan](#), 11 – 13 May 2023, Musée de civilisations – Abidjan, Cote d'Ivoire
- [Organic and Natural Products Expo Africa](#), 14 – 16 September 2023, Sandton Convention Center – Johannesburg, South Africa

Tips:

Take part in trade fairs and business to business events in targeting countries to find buyers.

Contact the Export Promotion Agency in Burkina to help you organise business to business meetings with people who might be interested in buying in target markets.

9. What competition is there for moringa products in the regional markets?

Moringa is grown and sold in Nigeria, Ghana and Cote d'Ivoire on both private and community farms. It is harvested and sold as seeds and dried leaves to local manufacturers, direct consumers and export markets. However, it is not sold to export markets as much. Generally, importing raw moringa into these markets is not profitable.

However, there is a growing market for added-value moringa products. These include teas, powders, cosmetic products, capsules and other food supplements, and moringa oil.

The exception is Ghana. Here, there is an interest in buying moringa seeds from other countries because not enough seeds are grown locally. Producers from Burkina Faso can meet this need and work together with Ghanaian producers to share what they know about farming or for commercial ventures. In exchange, Ghana and Burkina Faso can work together to reach international markets with moringa products.

Moringa oils and supplements are mainly imported from outside Africa. They come from India, China and United Arab Emirates.

The following companies from Nigeria and Ghana are interesting importers and/or distributors with regard to market trends, products and advertising tools. These companies could also be contacted as clients or partners for Burkina companies.

Nigerian companies manufacturing and/or importing moringa products are:

- [Aga's Wholesome Foods](#)
- [Silver Roots Agro Company](#)
- [The Health Place](#)
- [Ami Farmhouse](#)
- [Terra Soul Super Foods](#)
- [Julie Manny Products](#)

The main players in moringa in Ghana are:

- [Moringa Connect](#)
- [Green Gold Social Enterprise](#)
- [Moriphoria Hub](#)
- [Kasi Naturals](#)

[Moringa Connect](#) is an interesting initiative, which connects local farmers in Ghana to consumers worldwide. They have a processing centre in Accra that uses specific in-house designed technology to produce high quality and innovative moringa products. [Moringa Connect](#) also runs a commercial brand and online platform called [True Moringa](#). They sell high-end products through this platform, promoting product benefits, such as being

organic, vegan, environmentally friendly and more.

Figure 9: Moringa products made in Ghana



Source: Truemoringa.com

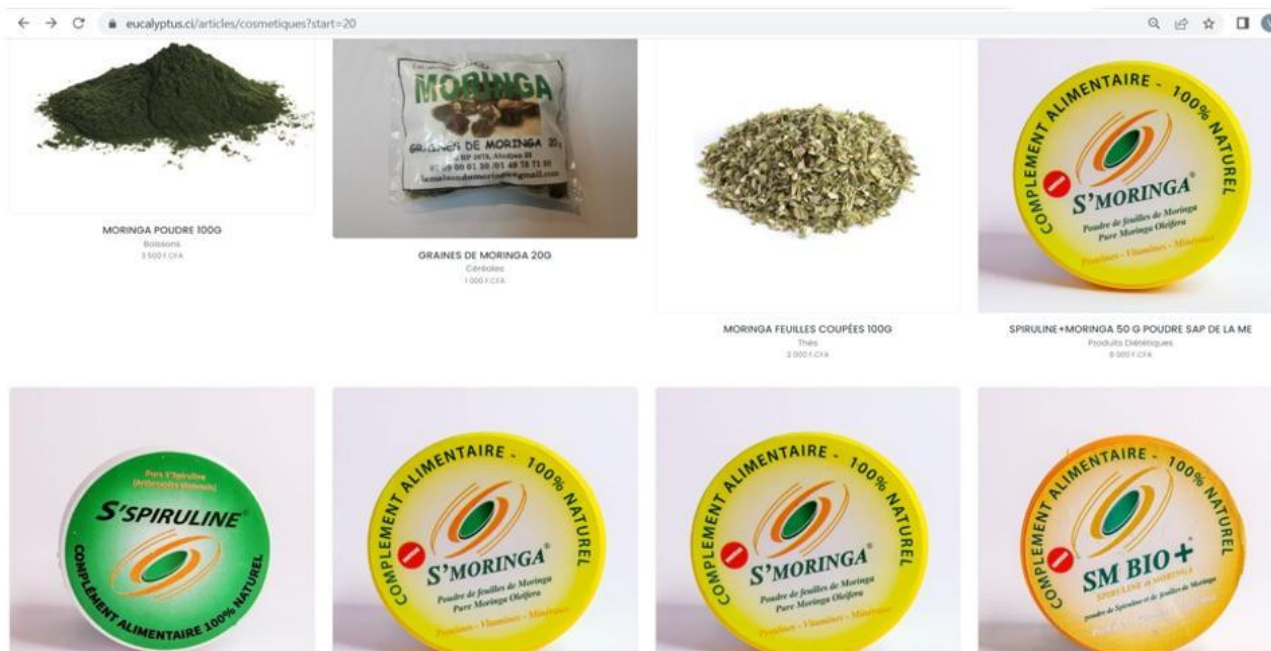
It is a company to look up to for their Unique Value Proposition (UVP), their marketing and commercial strategy, and their product differentiation. It is also a company to contact and explore collaboration possibilities with if looking to expand exports of moringa products from Burkina Faso to Ghana and other international markets.

Interesting wholesalers and retailers from Cote d'Ivoire worth contacting are:

- [Mando Foods](#) (wholesaler)
- [Fabella Shop](#) (online shop)
- [Jumia](#) (online shop)
- [Ivoir Shop](#) (online market place)
- [Zaity](#) (online shop for natural cosmetics)
- [Moringa Gourmet de Tiassale -Freddy's brand](#) (manufacturer, wholesaler and retailer)
- [Eucalyptus](#) (retailer)

[Eucalyptus](#) offers a particularly interesting assortment of moringa products (see Figure 10).

Figure 10: Assortment of moringa products from Cote d'Ivoire retailer, Eucalyptus



Source: eucalyptus.ci

Substitute products

With regard to substitute products, the CEO of Ghana Permaculture Institute, mentioned the following list of competing products in Ghana: turmeric, shea nuts, spinach and African black soap (alata samina).

In open markets, moringa products compete with medi-soft, chocho cream and soap, mercy cream and soap. Most of these are made in Ghana.

In Nigeria, the main substitute product for moringa is aloe vera. This plant is widely used for the same health, fitness and cosmetic needs as moringa. It is very common to see aloe vera in products like dental care, skin care and health supplements.

Other products made with ginger, mistletoe, sea moss, fennel, hemp (mainly for cosmetics and hair products) also compete with moringa in the Nigerian market.

In Cote d'Ivoire, moringa is not really in competition with other products a priori. However, some users use products such as: spirulina, turmeric and safou oil.

Tips:

Look at other e-commerce platforms/marketplaces to better understand trends and how consumers behave.

Look into exporting moringa seeds and dry leaves to Ghana during the dry season since Ghana lacks irrigation in plantations during the dry season.

Look at what competitors and main players are doing in the target markets in terms of new products and marketing. This will help you prepare a good export marketing strategy and USP.

Benefit from the fact that imported products are perceived as of better quality. There is a clear market opportunity here if this is made clear to consumers.

Think about partnering with local companies as a market entry strategy.

Contact partners and buyers you might be interested in working with directly to explore business opportunities.

10. What are the prices for moringa products on the regional markets?

This section analyses the prices for moringa products on the three chosen regional markets. It looks at prices for the product in different parts of the value chain.

Prices in Nigeria

The table below shows the current market prices of different moringa products in Nigeria. Prices were obtained in Lagos (March 2023). Please note that these are average prices for specific brands. Variables such as brand perception, volatile fluctuation of the Naira against the USD should also be considered, especially for imported products.

Table 1: Average prices of moringa products in Nigeria

Product type	Product Size	Retail Price (Naira)	Retail Price (US\$)
Moringa Seeds	1.3 kg	1,500	3.2
Moringa Powder	200 Grams	3,000 – N12,000	6.5 – 26
Moringa Tea Bags	-	500 – N3,500	1 – 7.6
Moringa Oil	-	2,000 – N20,000	4.4 – 44
Moringa (Dry) Leaves	1kg	500	1

Source: Globally Cool (2023)

Prices for finished products like teas and oils differ according to brands. The large range of brands, sizes (which is unregulated) can also lead to issues with the data. However, imported products are always on the higher end, and locally made products are on the lower end. Both can be found side by side in the same retail channels.

As noted earlier, there appears to be a preference for imported moringa powder, capsules, food supplements and oils (from any country). This is largely due to a lack of trust in Nigerian manufactured goods. There is local competition with moringa teas, however, the imported ones often cost more.

Prices in Ghana

In Ghana, most moringa producers get their raw materials from their own farms or from buying from other moringa farmers. It was also revealed that some moringa producers, like the Ghana Permaculture Institute, train farmers and buy raw materials from them. Some companies buy from middlemen who also go into the villages or communities to buy the moringa seeds and leaves.

Table 2: Average prices of moringa products by distribution channel in Ghana, per kg

	Ex - Farm (raw material)		Ex - works (refined product)		Retailer (final product)	
	GH ¢	US\$	GH ¢	US\$	GH ¢	US\$
Soap	4 - 5	0.34 - 0.43	6 - 8	0.51 - 0.69	8 - 12	0.69 - 1.03
Leaves	10 - 15	0.86 - 1.29	15 - 20	1.29 - 1.72	20 - 40	1.72 - 3.43
Oil	30 - 45	2.57 - 3.86	45- 70	3.86 - 6.00	70 - 90	6.00 - 7.72
Seeds	10 - 25	0.86 - 2.14	25 - 40	2.13 - 3.43	40 - 60	3.43 - 5.15

Source: Globally Cool (2023)

Prices in Cote d'Ivoire

Retailers' prices are very close to those charged by semi-wholesalers. Some importers offer their products from Ouagadougou or Bamako at very competitive prices.

Figure 3: Average prices of moringa products by distribution channel in Cote d'Ivoire

	Importer		Wholesaler		Agent		Retailer	
	FCFA	US\$	FCFA	US\$	FCFA	US\$	FCFA	US\$
Dried leaves (50 gram)	900	1.51	1,000	1.68	2,000	3.35	2,000	3.35
Powder (50 gram)	1,000	1.68	1,200	2.01	2,000	3.35	2,500	4.19
Tea (50 gram)	1,000	1.68	1,050	1.76	2,000	3.35	2,500	4.19
Oil (Litre)	90,000	150.75	95,000	159.13	110,000	184.25	130,000	217.76

Seeds (30 gram)	900	1.51	1,000	1.68	1,800	3.02	2,500	4.19
-----------------------	-----	------	-------	------	-------	------	-------	------

Source: Globally Cool (2023)

11. Annex 1: Business support organisations and relevant contacts

Burkina Faso

- Agence pour la promotion des exportations du Burkina Faso
Website: <http://www.apexb.bf/>
email: info@apexb.bf
- Chamber of Commerce and Industry of Burkina Faso
Address: Ouagadougou, Avenue de Lyon 01 BP 502 Ouagadougou 01
Phone: (226) 25 30 61 14/15
Website: <https://www.cci.bf>
email: info@cci.bf

Nigeria

- Abuja Chamber of Commerce and Industry
Address: Abuja International Trade and Convention Centre, Km 8, Airport Road, Abuja
Phone: (234)8134702695
Website: <https://accinigeria.com/>
email: secretariat@accinigeria.com victoria@accinigeria.com
- Lagos Chamber of Commerce and Industry
Address: 1, Idowu Taylor Street, Victoria Island, Lagos, Nigeria Phone: (234) 818-878-3081
Website: <https://www.lagoschamber.com/>
Email: elcci@lagoschamber.com

Ghana

- Ghana Export Promotion Authority - GEPA
Address: P.O. Box M146, Accra
Phone: (233) 302740909
Website: <https://www.gepaghana.org/>
Email: gepa@gepa.gov.gh

Cote d'Ivoire

- Chamber of Commerce and Industry of Cote d'Ivoire
Address: 6 Avenue Joseph Anoma, Abidjan
Phone (225) 27 20 33 16 00
Website: <https://www.cci.ci/>
Email: info@cci.ci
- Centre de Promotion des Investissements en Côte d'Ivoire
Address: 16e étage Immeuble Bellerive, Avenue Abdoulaye Fadiga
Phone: (225) 20 31 14 00
Website: www.cepici.ci
Email: infos.cepici@cepici.ci
- Chambre de Commerce et d'Industrie Libanaise de Côte d'Ivoire
Address: Marcory ORCA DECO, 3ème étage, Abidjan
Phone: (225) 27 21 26 22 12

Appendix 2: Market Selection Methodology

The full country selection model consisted of 12 different indicators, divided over five 5 groups. These are: 'Expert opinion', 'Geography and culture/language', 'Trade', 'Population and economy' and 'Moringa popularity'.

Expert opinion

The expert opinion was based on the opinion of 18 moringa sector peers from seven West African countries. The opinion is that Ghana and Cote d'Ivoire offer the best market opportunities for moringa from Burkina Faso. Benin, Mali and Nigeria also scored high. Common arguments that the experts based their opinion on were 'neighbouring country' and 'moringa popularity'.

Geography and culture/language

Cote d'Ivoire scores high for this group of indicators. It borders Burkina Faso, so the distance between the capitals is relatively low and both countries share a language. Ghana scores a little lower for this group of indicators because Ghana is not a Francophone country, although it does share the Mamprusi and Dagbani languages. Nigeria only scores few points because it is not a neighbouring country. Nigeria's official language is also English, which is considered challenging to Burkina Faso's exporters.

Population and economy

This group of indicators included 'Population size', 'GDP growth between 2022-2026 (forecast)', 'Population Weighted Density' and 'Indian Diaspora'. Nigeria scored highest for this group of indicators by a significant margin, and Ghana and Cote d'Ivoire received moderate scores.

Moringa popularity

The popularity of moringa in West African countries was measured with two indicator

1. 'Moringa' relevant google search hits from a national URL (number of relevant hits, compensated by mobile connectivity index).

In English, French and Portuguese, 'moringa' refers to moringa and nothing else. The appearance of the word 'moringa' in the national domain of the internet is an indicator of the popularity of moringa in the country. This can refer to how likely you can sell on the market and how big it is, and to national production and processing. Overall, the assumption is that the more the word 'moringa' appears in a national domain, the higher the chance that the market will be good. Note that the mobile connectivity index was used to compensate for differences in mobile connectivity between the ECOWAS countries. Greater mobile connectivity is believed to lead to more internet activity and more instances of the word 'moringa'.

2. 'Moringa' Linked-In profiles (number of relevant personal Linked-In profiles, compensated by mobile connectivity index).

The appearance of the word moringa in (personal) Linked-In profiles of citizens of a country was used as an indicator to measure the relevance of moringa in the national business community.

Moringa popularity can be a result of market development efforts, but often also correlates with moringa agronomy and production. Local availability of moringa may be a threat in theory. However, in general, the assumption is that producing and commercialising moringa products locally is a good basis for further market growth. It also offers opportunities for products imported from other countries. This analysis is also based on the expert feedback. Several sector peers mentioned that advertising is an important challenge in developing

markets. They also indicated that any advertising of moringa (and thus also in terms of production) supports market development.

Nigeria scored highest for this group of indicators, ahead of Ghana. Cote d'Ivoire received only a moderate score, indicating that moringa does not seem to be very well known there yet.

Trade

The import values for miscellaneous, relevant HS codes were collected into one value for each importing country. This was done to compare West African countries. It is important to remember that official trade data for intra-regional trade in West Africa often do not reflect the reality. This is because a large share of trade is unregistered. The HS codes (071290, 151590 and 121299) are also not just used for moringa, but to other natural powders and products too.

An additional indicator was the import of tea, under HS code 0902, from the world's leading tea exporters (India, Sri Lanka, and China). This indicator was included to reflect a country's interest in tea import and consumption. The assumption here is this: the more tea a country imports, the more likely that the population drinks or is interested in drinking moringa tea.

Ghana scored highest for this group of indicators. Nigeria and Cote d'Ivoire received moderate scores.

Since the reliability of West-African trade data is limited, this group of indicators received a relatively low weight.

This study was carried out on behalf of CBI by [Globally Cool](#).

Please review our [market information disclaimer](#).