

COMPETITOR ANALYSIS

CHOCOLATE IN NIGERIA

- The Nigerian market was the largest consumer of Ghana's chocolate and its related products, including sweetened cocoa powder. Exports of the products under 1806 stood at US\$ 9.4mn to the Nigerian market, representing 47.2% of the total products imported by Nigeria in 2017 under the same heading.
- Between 2013 and 2017, Ghana's exports of chocolate and related products averagely had a growth rate of about 12%. However, the growth between 2016 and 2017 was 135%
- The closest competitors to Ghana in the Nigerian market in relation to chocolate and related products are Turkey, the Netherlands, India and China with average growth rates between 2013-2017 of 5%, -10%, 149% and -22% respectively
- Other market destinations for Ghana's chocolate in 2017 were the Netherlands (US\$ 7.190m), Algeria (US\$ 3.355m), and USA (US\$2.27m) amongst other countries.
- In 2017, exports of chocolate and other related products from West Africa to the world were mainly undertaken by la Cote d'Ivoire, Ghana, Senegal, Guinea and smaller quantities from Togo, Nigeria, Benin, Niger and Mali. However, there were no major regional competitors in the Nigerian market, except Cameroon which exported just about US\$ 0.455mn in 2017.
- Global demand of Chocolate and related products stood at US\$ 27.21bn in 2017, indicating the opportunities in the confectionery sector
- The top five global exporters of Chocolate in 2017 were Germany (USD 4.8bn), Belgium (USD 3.03bn), Italy (USD 1.97bn), the Netherlands (USD 1.93bn), and the USA (USD 1.66bn).

Table 1 – import performance of main suppliers and regional suppliers in

| Supplier | Import in 2017 (USD thousand) | Share in Nigeria's imports (%) | Growth in imported value between 2013-2017 (% p.a.) | Growth in imported value between 2016-2017 (% p.a.) | Average tariff (estimated) applied by Nigeria (%) |
|--------------|-------------------------------|--------------------------------|---|---|---|
| Total | 19978 | 100 | | | |
| Ghana | 9430 | 47.2 | 12 | 135 | 0 |
| Turkey | 3177 | 15.9 | 5 | 3 | 35 |
| Netherlands | 1674 | 8.4 | -10 | 34 | 35 |
| India | 1257 | 6.3 | 149 | 48 | 35 |
| China | 1221 | 6.1 | -22 | -16 | 35 |
| Germany | 466 | 2.3 | 17 | 32 | 35 |
| Cameroon | 455 | 2.3 | 41 | 983 | 35 |
| UK | 388 | 1.9 | -34 | -37 | 35 |
| Italy | 388 | 1.9 | 4 | 45 | 35 |
| South Africa | 324 | 1.6 | -9 | -10 | 35 |

Source: ITC Trademap

Conclusions

- Ghana was the largest exporter of chocolate in to Nigerian in 2017. They controlled 47.2% of the market.
- Regional competitors in the Nigerian market include Cameroon and South Africa
- Major global competitors include Germany, Belgium, Netherlands, etc
- Although Ghana and Cote d'Ivoire were the largest producers and exporters of cocoa beans in 2017, their position in the export of chocolate and related product was insignificant, as that segment of the market was dominated and controlled by the European countries and the USA



