

## KOLA NUT IN NIGERIA



## COMPETITOR ANALYSIS

- Ghana exported a total of about USD 527,000 worth of Kola nuts in 2019, representing just about 9.2% of total global market share.
- With imports worth USD 514,000, Ghana's ECOWAS neighbor emerged as the biggest buyer of the product from Ghana in 2019. Germany followed with USD 6,000 and Togo (USD 3,000), Cote d'Ivoire amongst others.
- Nigeria's imports from Ghana represents 97.5% of Ghana's total global exports of kola nut. Further more, Ghana's exports to Nigeria represents 99.8% of the total imports of Kola nuts by Nigeria.
- China was the only country that exported Kola nuts worth USD 1,000 to Nigeria in 2019. No regional country in the ECOWAS or the AU exported to Nigeria. It is worth noting however that the entire ECOWAS bloc including Ghana and Nigeria exported about USD 3.115m worth of Kola nuts to the world, with Cote d'Ivoire emerging as the leading exporter of Kola nuts in 2019 (USD 2.482m).
- With the exception of 2018, Ghana has supplied of Kola nuts to the Nigerian market since 2016 – USD 913,000 in 2016, USD 2.132m in 2017 and USD
- Between 2018 and 2019, the average dollar value of Kola nut in Nigeria recorded a significant appreciation of about 8,557%. Average value for Ghana stood as, 13,020%.
- China's global export of Kola nut stood at USD 16,000 in 2019. Majority of China's exports went to Canada (93.8%)
- Global demand for Kola nut stood at USD 13.9m in 2019. USA, Burkina Faso and France were the top three importers of Kola nuts. The three countries' imports accounted for 82.2% of the total global demand for the product under discussion.
- Kola nut from Ghana to Nigeria attracted an average tariff rate of 0% in 2019.

**Table 1: Import performance of main suppliers and regional suppliers in Nigeria**

Supplier	Value imported in 2019 (USD thousand)	Share in Nigeria's imports (%)	Growth in imported value between 2015-2019 (% p.a.)	Growth in imported value between 2018-2019 (% p.a.)	Total exports growth in value of partner countries between 2015-2019 (% p.a.)	Average tariff (estimated) applied by Nigeria (%)
World	515	100	29	8,557	9	
Ghana	514	99.8	37	13,020	-2	0
China	1	0.2	4			20

- Ghana is the largest exporter of Kola nut to Nigeria ahead of China
- At the ECOWAS front Ghana is the 2<sup>nd</sup> largest exporter of Kola nut followed by Guinea and Mali
- Ghana's exports of Kola nut to the world has fallen from a high of USD 1.388m in 2017, USD 545,000 in 2018 to USD 527,000 in 2019

