

# COMPETITOR REPORT



## Chocolate in Nigeria

- Ghana's export of chocolate and other food preparation containing cocoa to the world stood at US \$ 13.4m at the end of 2019 a marked increase of 16.16% from the 2018 exports of the same product. The country exported US\$ 5.3M and US\$ 11.5M in 2017 and 2018 respectively.
- Over 87% of the total exports of chocolate by Ghana went to Nigeria. Nigeria has maintained its dominance as a key destination for Ghana's chocolate since 2018, with 2017 being France.
- Nigeria imported close to US\$ 11.8M of chocolate in 2019, Ghana had a market share of 71.7% in the total imports of Nigeria. Other competitors in the Nigeria market was China (10%), Netherland (9%) and USA (3.1%).
- Total exports of china reached over US\$ 331M in 2019. The largest export destination for china was Hong Kong, China, (22.1%) other import partners of China are Korea Republic of, (11.8%), Australia (8.5%) and Philippines (7.8%).
- Exports of chocolates from China to Australia reached an average annual growth rate of (43%) from 2015 – 2019.
- The Netherlands export was US\$ 2.04bn in 2019. the largest export destinations for the Netherlands included Germany (21.5%), France (12%), UK (10.1%) and Belgium (10%).
- USA exports of chocolate reached US\$ 1.66bn in 2019. The American destination markets were Canada (37.7%), Mexico (13.2%), Korea, Republic of (4.3%). Besides the largest destination market of Canada, Viet Nam, import growth attained (55%) the highest for the USA market over 2015 to 2019.
- Global demand of Chocolate and related products stood at US\$ 28.62bn in 2019 indicating huge opportunities in the confectionery sector.
- The top five global exporters of chocolate in 2019 were Germany US\$ 4.9bn, Belgium US\$ 3.1bn, Italy US\$ 2.1bn, Netherlands US\$ 2bn and Poland US\$ 1.8bn.

**Table 1. Import Performance in Nigeria, main suppliers and Regional competitors in context**

Supplier	Import value 2019 (USD'000)	Market Share (%)	Average annual growth (%) '15 – '19	Annual growth 2019	Ranking of partner countries in world exports
Ghana	11,772	71.7	64	20	65
China	1,649	10	-6	86	18
Netherlands	1,476	9	-24	-3	4
USA	513	3.1	76	16	6
Mexico	210	1.3	39	464	12
Turkey	171	1	-14	72	13
Belgium	114	0.7	85	-92	2
Italy	94	0.6	-32	113	3
Indonesia	92	0.6	-66	-	48
South Africa	89	0.5	-41	-42	42

Source: Trademap (2020)

- Ghana has been the largest exporter of chocolate to the Nigeria market since 2018. Ghana controlled 71.7% of the Nigerian market.
- The only Regional competitor in the Nigerian market was South Africa with an insignificant market share of 0.5%.
- Major global competitors included china, Netherlands, USA, etc.
- Although Ghana and la Cote d'Ivoire were the largest producers and exporters of cocoa beans in 2019, their position in the export of chocolate and related products was insignificant. That segment of the value chain was dominated and controlled by the European countries and the USA.
- Massive opportunities exist in Ghana for companies desiring to operate at the higher end of the value chain

