



# CASHEW MARKETING & CONSUMPTION IN WEST AFRICA

## PART 2. COUNTRY SUMMARIES: COTE D'IVOIRE

*West Africa Trade Hub Technical Report No. 22c*

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This publication was produced for review by the United States Agency for International Development. It was prepared by Nicolas Boillereau and Brook Adam, consultants to the West Africa Trade Hub.

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### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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# ACRONYMS AND EQUIVALENCIES

|                |                                                                                                                               |
|----------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>ACA</b>     | African Cashew Alliance                                                                                                       |
| <b>FCFA</b>    | <i>Franc Communauté Financière Africaine</i> – currency used in 8 of the 10 countries studied                                 |
| <b>g</b>       | gram(s)                                                                                                                       |
| <b>GTZ</b>     | <i>Deutsche Gesellschaft für Technische Zusammenarbeit</i> – a German development organization                                |
| <b>kg</b>      | kilogram(s)                                                                                                                   |
| <b>MBA</b>     | Masters of Business Administration                                                                                            |
| <b>MT</b>      | metric ton                                                                                                                    |
| <b>NA</b>      | not available                                                                                                                 |
| <b>NACC</b>    | Nigerian American Chamber of Commerce                                                                                         |
| <b>NGO</b>     | non-governmental organization                                                                                                 |
| <b>PAMER</b>   | <i>Projet d'Appui Aux Micro Entreprises Rurales</i> – a project funded by the International Fund for Agricultural Development |
| <b>PHCCIMA</b> | Port Harcourt Chamber of Commerce, Industry, Mines and Agriculture                                                            |
| <b>SNV</b>     | <i>Stichting Nederlandse Vrijwilligers</i> – a Dutch development organization                                                 |
| <b>TIPCEE</b>  | Trade and Investment Program for a Competitive Export Economy – a USAID/Ghana-funded project                                  |
| <b>USAID</b>   | United States Agency for International Development                                                                            |
| <b>WA</b>      | West Africa                                                                                                                   |
| <b>\$</b>      | United States dollar                                                                                                          |

## Equivalencies:

1 kg = 2.2 pounds

1 MT = 1,000 kg

500 CFA = \$1.00 (U.S. dollar)

9,250 cedis = \$1.00 (U.S. dollar)

128 naira = \$1.00 (U.S. dollar)

# 1. STUDY OBJECTIVE AND METHODS

In addition to describing cashew kernel marketing and consumption in West Africa, this report aims to be a tool for cashew processors to increase their sales in the regional West African market. If international companies can sell their products on every street corner and realize substantial gains, African cashew processors should be able to do the same. Cashews are a healthy<sup>1</sup> and appreciated snack in the sub-region and can compete with other snacks such as potato chips or plantain chips.

Most cashew processors operating in West Africa target local markets. The international market is more demanding in terms of quality and shipment uniformity, and is subject to relatively larger price fluctuations.<sup>2</sup> Even as West African exports grow, the local market will remain an important outlet for export-oriented operations—especially for off-grade (broken) kernels—and a secure source of income.

To date, cashew consumption in local markets in West Africa has been marginal, especially compared to other cashew producing countries like India, where local markets played a critical role in the development of world-class, export-oriented sectors, even though India itself introduced cashews only 100 years ago (they are originally from Brazil). The 231.3 million West African consumers<sup>3</sup> can also become an important market for off-grades and secondary products, such as cashew cookies, other sweets, and cashew-based sauces.

The Trade Hub and the African Cashew Alliance (ACA) conducted this market study in 10 West African countries to assist processors in broadening cashew distribution, raising cashew awareness, and exploring regional opportunities. This study provides a snapshot of the current state of cashew processing, marketing, and consumption, highlighting best practices and opportunities for local processors in product development and market channels to increase sales.

The research resulted in the current summary document and ten individual country reports. **This individual country report should be read as an elaboration on the larger report.**

It is important to note that this study was done over a relatively short period (1-2 months) in multiple countries by different investigators, who were all trained to administer the same set of data collection instruments. We are confident that the study captured all of the formal cashew processors in each of the countries, as there are few of these and they are well-known. It did not likely capture all of the informal, small-scale cashew processors who shell and package cashew kernels for the domestic market of each country.

The period of the survey (hot season) may be one of lower cashew and nutmeat consumption, as salty snacks tend to induce thirst. Ideally, the survey would have been replicated once or twice during different periods of the year (rainy season, early dry season). The survey period was also well after the Muslim and Christian holiday periods of 2006.

Similarly, the consumer survey is limited in scope and sample size. As a purposive rather than random sample, it was designed to capture illustrative information about the cashew purchasing and consumption patterns of the types of consumers who frequent supermarkets and other formal retail establishments. These outlets were the focus of this study, because we believe that they have the greatest potential to increase sales in the region of West African cashews. These retail outlets are higher-volume sales points (rather than small kiosks or sellers) that are concentrated in larger cities, where there are more well-off consumers with higher disposable incomes, and where people are more likely to snack and eat food away from home or on the run. As cashews are very expensive for West African consumers (at parity with cashews sold at retail in the U.S.

<sup>1</sup> See the article at Newstarget “Cashews boost blood-pressure-regulating reflex.” (<http://www.newstarget.com/020005.html>)

<sup>2</sup> Cashew kernel prices can vary considerably from one year to another. The price of WW320s on April 1, 2005 was \$2.55, compared with \$1.98 on April 1, 2006. (Source: *Cashew Week*, March 24, 2007)

<sup>3</sup> Total population in the 10 researched countries according to the CIA World Fact Book. (<https://www.cia.gov/library/publications/the-world-factbook/>)

or EU), they are a luxury good that tend to be bought by wealthier consumers or eaten in very small snack-size quantities

Given these methodological issues and caveats, we emphasize that the study results should be viewed as illustrative and representative, though not definitive or highly precise in any statistical sense. The authors believe that the results are robust-enough to draw programmatic conclusions about how to expand cashew consumption in the region. And the authors are convinced that expanding regional processing for the regional market is an important step toward improving quality and consistency that are required to compete effectively in the international marketplace. Furthermore, regionally based processors can use the domestic/regional market to build volume and scale, as well as find outlets for poorer grades and pieces of processed cashews. Building scale is critically important to becoming an exporter, where a minimum volume threshold must be attained to be viewed a credible supplier able to ship multiple containers per month.

We researched three levels of the cashew value chain, asking the following questions:

1. **Processors:** What is the processing capacity of each country? What kinds of cashews do local processors and roasters produce (which grades, which recipes)? Is the local production of processed cashews expected to increase or decrease?

Researchers interviewed local processors by phone and e-mail.

2. **Distribution channels:** Who buys, sells, or uses processed cashew nuts in West Africa? What kinds of products and packaging do they prefer? What are the various retail prices and margins of those distributors? What can be done to increase sales of processed cashew nuts?

In each country, field researchers used standardized questionnaires to interview 16–50 managers, shopkeepers, and food processors at supermarkets, hotels, gas stations, bakeries, and restaurants.

3. **Consumers:** Who consumes cashew nuts? What kinds of products are preferred by consumers? Where do people buy and eat cashew nuts? What can be done to increase their consumption?

In each country, field researchers interviewed people in supermarkets or hotel lobbies with standardized questionnaires and then gathered another 8–10 people to comment on various types of packaging and taste several types of cashew nuts to identify their preferences and perceptions in a consumer panel.

Note: The consumer study aims to give an indication of preferences, but does not necessarily give a representative view of common trends in the country due to the small number of people interviewed. Consumer preferences stated in this study should be interpreted in this context.

**Request questionnaires used in this study at [info@watradehub.com](mailto:info@watradehub.com).**

The following table summarizes the number of managers and consumers interviewed per country.

**Table 2. Retail market interviews held per country.**

|                                           | Benin | Burkina | Côte d'Ivoire | Gambia | Ghana | Guinea-Bissau | Mali | Nigeria | Senegal | Togo | Total      |
|-------------------------------------------|-------|---------|---------------|--------|-------|---------------|------|---------|---------|------|------------|
| <b>Managers Interviewed</b>               |       |         |               |        |       |               |      |         |         |      |            |
| Supermarkets                              | 14    | 9       | 7             | 4      | 8     | 3             | 9    | 10      | 8       | 6    | <b>78</b>  |
| Roadside shops                            | 3     | 15      | 5             | 2      | 17    | 1             | 11   | 3       | 10      | 3    | <b>70</b>  |
| Airport shops                             | 1     |         |               |        | 1     | 1             | 1    | 1       | 2       |      | <b>7</b>   |
| Airlines                                  |       | 3       |               |        |       |               |      | 2       |         |      | <b>5</b>   |
| Hotels                                    | 7     | 9       | 9             | 4      | 8     | 2             | 12   | 6       | 8       | 3    | <b>68</b>  |
| Restaurants                               | 2     | 7       | 5             | 2      | 6     | 2             | 7    | 4       | 4       |      | <b>39</b>  |
| Service stations                          | 1     | 5       | 3             | 2      | 10    | 1             | 4    | 2       | 4       |      | <b>32</b>  |
| Food processors & bakeries                | 5     | 8       | 11            | 3      | 2     | 2             | 7    | 4       | 5       |      | <b>47</b>  |
| Wholesalers                               |       |         |               | 2      |       |               |      |         |         |      | <b>2</b>   |
| Pharmacies                                |       |         |               |        | 1     |               |      |         |         |      | <b>1</b>   |
| <b>Consumers Interviewed</b>              |       |         |               |        |       |               |      |         |         |      |            |
| Surveyed*                                 | 22    | 30      | 26            | 44     | 44    | 25            | 28   | 50      | 25      | 20   | <b>314</b> |
| Consumer panel                            | 13    | 8       | 9             |        | 13    | 9             | 10   | 10      | 8       |      | <b>80</b>  |
| <b>Total Number of People Interviewed</b> |       |         |               |        |       |               |      |         |         |      |            |
| Total Interviewed                         | 68    | 94      | 75            | 63     | 110   | 46            | 89   | 92      | 74      | 32   | <b>743</b> |

\* in supermarkets & hotels

The Trade Hub and ACA coordinated the study in Accra. Partner organizations carried out field research, focusing on main consumption centers (main urban areas and expatriates/tourist destinations). Table 3 lists the location and dates of interviews and the partner organization facilitating the research.

**Table 3. Countries studied and field research information.**

| Country              | Places Visited                 | Study Facilitator                    | Dates of 2007 field research                  |
|----------------------|--------------------------------|--------------------------------------|-----------------------------------------------|
| <b>Benin</b>         | Cotonou, Natitingou, Bohicon   | Peace Corps Benin                    | March 8-20                                    |
| <b>Burkina Faso</b>  | Ouagadougou, Bobo Dioulasso    | PAMER Project                        | March 25-April 12                             |
| <b>Côte d'Ivoire</b> | Abidjan                        | Olam with financing from GTZ and ACA | March 13-25                                   |
| <b>The Gambia</b>    | Banjul, Serrekunda             | Comafrique                           | April 5-15                                    |
| <b>Ghana</b>         | Accra, Kumasi, Cape Coast      | TIPCEE                               | March 1-25                                    |
| <b>Guinea-Bissau</b> | Bissau                         | SNV                                  | March 14-25                                   |
| <b>Mali</b>          | Bamako, Segou, Mopti           | Projet Cadre Intégré                 | March 5-30                                    |
| <b>Nigeria</b>       | Port Harcourt, Lagos           | PHCCIMA and NACC                     | Port Harcourt: Mar 12-30<br>Lagos: April 4-15 |
| <b>Senegal</b>       | Dakar, Saint Louis, Ziguinchor | West Africa Trade Hub/Dakar          | March 3-25                                    |
| <b>Togo</b>          | Lomé                           | Peace Corps Benin                    | March 21-25                                   |

# CÔTE D'IVOIRE

## *Grow Sales in Local Market*

## 2. COUNTRY DESCRIPTION

- Total population: 18.0 million inhabitants
- GDP per capita: \$1,600
- Urban population: 45%
- Capital cities:
  - Yamoussoukro (official): population 110,000
  - Abidjan (de facto capital): population 3,000,000
- Main cities:
  - Bouake: population 600,000
  - Daloa: population 135,000
- Number of tourists/year: 80,000 before the 2002 crisis
- Main tourist destinations: Yamoussoukro, Abidjan, Assouinde, Comoe National Park, Man



## 3. MARKET OVERVIEW

### 3.1 Local Processing Capacities

There are currently three major processors in Côte d'Ivoire:

- **Copabo** has recently started to operate in the cashew processing business. Copabo, based in Bondoukou, processed approximately 100 MT in 2006. They employ 200 persons during the cashew season, are Fair Trade certified, and sell 90% of their production in bulk on the export market.
- **Olam Ivoire** processes 5,000 MT per year. They sell almost exclusively on the export market. They are not price competitive compared to small local processors that neither grade nor package their kernels, or to processors from Benin or Burkina that sell at a very cheap price with less sophisticated grading and packaging methods.
- **SITA** has a processing capacity of 4,000 MT per year, geared toward the export market. SITA is also selling high-quality packed, roasted and salted cashews on the local retail market and for export to U.S. markets. Until recently, no exports of bulk kernels were reported.

Additionally, two small-scale roasters sell roasted and salted cashew nuts on the local market in Abidjan:

- **Delicieux**
- **Super Noix de Cajou**

**Côte d'Ivoire's Formal Processing Sector\***

| Name                                    | Copabo                                                                                              | Olam                                                     | SITA                             |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------------------------|
| Location                                | Bondoukou                                                                                           | Dimbokro                                                 | Odienne                          |
| Number of employees                     | 200 during the cashew season                                                                        | 1,400                                                    | 500 (+100 seasonal)              |
| Installed capacity (raw nuts/year)      | 100 MT                                                                                              | 5,000 MT                                                 | 4,000 MT                         |
| Production 2006 (raw nuts/year)         | 100 MT                                                                                              | 3,000 MT                                                 | No information available         |
| Planned production 2007 (raw nuts/year) | 300 MT                                                                                              | 4,500 MT                                                 | No information available         |
| Planned capacity 2012 (raw nuts/year)   | 1,000 MT                                                                                            | 15,000 MT if government comes up with a favorable policy | No information available         |
| Percent capacity utilized 2006          | 100%                                                                                                | 60%                                                      | No information available         |
| Products                                | Unbranded kernels in plastic sachets for local market, bulk Fair Trade-certified kernels for export | Bulk plain cashew kernels (whole and broken)             | Roasted & salted cashew kernels  |
| Bulk or retail                          | Bulk & retail                                                                                       | Bulk                                                     | Bulk & retail                    |
| Principle markets                       | Export (90%), Côte d'Ivoire (10%)                                                                   | Export (100%)                                            | Côte d'Ivoire (2%), Export (98%) |

**Note: Does not take into account cottage processors, for which no information was available.**

### 3.2 Snack Market

The table below compares the main snacks available in supermarkets and small shops in Côte d'Ivoire.

#### Snack items commonly sold in Côte d'Ivoire's supermarkets\*

| Snack Item            | Average Price/kg | Common Packs                                | Average Price per Item |
|-----------------------|------------------|---------------------------------------------|------------------------|
| <b>Cashews</b>        | \$20.80          | Aluminum sachets (125 g)                    | \$2.80                 |
|                       |                  | Plastic sachets with stick-on label (100 g) | \$2.50-2.70            |
| <b>Peanuts</b>        | \$4.80           | Glass bottles (400 g)                       | \$1.40-2.00            |
|                       |                  | Labeled plastic sachets (150 g)             | \$1.00-2.00            |
| <b>Mixed Nuts</b>     | \$35.74          | Color-printed plastic sachets (500 g)       | \$17.20                |
|                       |                  | Color-printed plastic sachets (150 g)       | \$3.42                 |
| <b>Plantain Chips</b> | \$3.88           | Plastic sachets (100 g)                     | \$0.40-0.80            |
| <b>Potato Chips</b>   | \$8.72           | Color-printed plastic sachets (50 g)        | \$1.00                 |
|                       |                  | Aluminum sachets (170 g)                    | \$3.00-3.20            |

\*The average exchange rate is 500 CFA = \$1.00.

**Cashew nuts are a luxury snack food.** They are more expensive than any other snack food on the market except for imported mixed nuts. Concrete information on comparative sales volumes was not available, as stores do not track this information.

**Snack Consumption.** The consumer survey showed the most popular snacks to be peanuts (88%), plantain chips (65%), potato chips (65%), and mixed nuts (8%).

## 4. DISTRIBUTION ANALYSIS

### 4.1 General Overview

- Many distribution channels exist, but volumes are very low.
- Prices are high: Côte d'Ivoire is tied with Ghana for West Africa's most expensive average retail prices for cashews.
- There are few flavors and no secondary products on the market.
- Some competition exists with low-cost imports from Benin and Burkina Faso.
- Satisfaction with local processors is high—no distributor had complaints about quality or logistics.
- No processor or distributor actively promotes cashew products.

➔ *Retailers (63%) believe that consumers respond to health-related promotions; stakeholders should design promotions or in-store marketing materials focusing on the health benefits of cashews.*

➔ *To compete regionally and grow the domestic market, Ivorian processors must determine why prices are so much higher than in neighboring countries with similar processing industries and make changes to bring prices down.*



**Popular packs**

*Though most processors from Côte d'Ivoire use bottles and simple sachets, this flashy 125 g pack impressed consumers across the region.*

### 4.2 Supermarkets

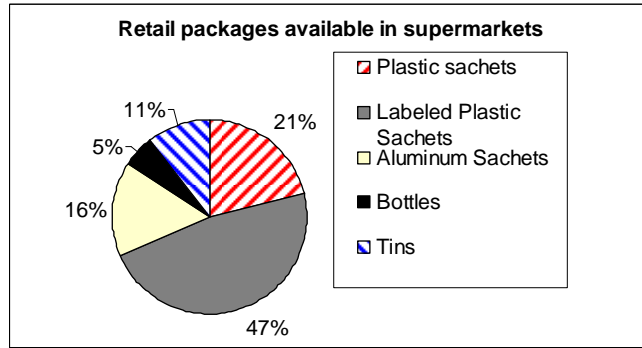
| Key Facts – Supermarkets (11 interviewed) |                                                    |
|-------------------------------------------|----------------------------------------------------|
| Percent selling cashews                   | 100%                                               |
| Percent selling broken cashews            | 0%                                                 |
| Most common cashew products               | Grilled and salted, plain, salted                  |
| Most common pack sizes                    | 250 g (most common), also 50 g, 100 g, 200 g, 30 g |
| Average retail price/item                 | \$3.92                                             |
| Average retail price per kg               | <b>\$20.80</b>                                     |
| Average retail margin                     | 18%                                                |
| Average monthly cashew sales              | 6 kg of cashew products                            |

Cashew nuts are widely distributed in supermarkets in Côte d'Ivoire.

- Prices are high compared to other countries in West Africa.
- Per-store sale volumes are low.
- The biggest limitation to increased sales is price—but more than 50% of retailers say processors have never proposed marketing cheaper broken cashews.
- Main suppliers:
  - Delicieux
  - Super Noix de Cajou
  - SITA

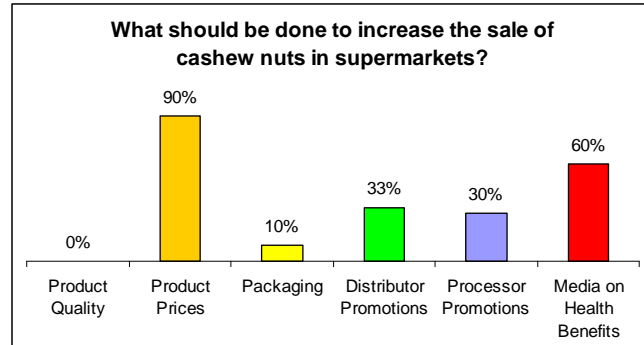
- **Terms of sale:**
  - consignment (62%)
  - credit (23%)
  - cash (15%)

Quality and packaging are good—but prices and a lack of promotions limit sales growth, say supermarket managers.



➔ *Processors should propose attractive packages of sorted off-grades to offer lower-cost alternatives to consumers.*

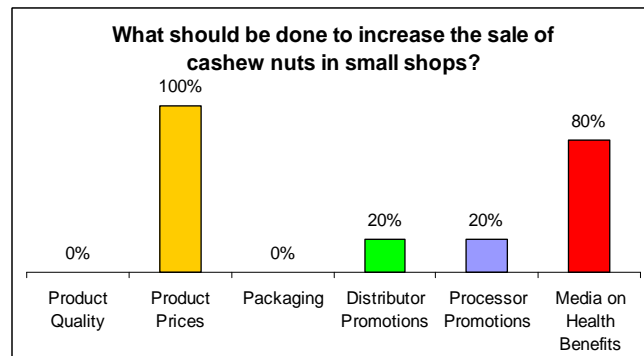
➔ *In-store marketing and promotions focusing on the health benefits of cashews are needed.*



### 4.3 Stands and Small Shops

| Key Facts – Stands and Small Shops |                                                     |
|------------------------------------|-----------------------------------------------------|
| Percent selling cashews            | 100 %                                               |
| Percent selling broken cashews     | 20%                                                 |
| Most common cashew products        | Grilled and salted (67%), salted (29%), plain (29%) |
| Most common pack sizes             | 200 g (main pack size)<br>100 g                     |
| Average retail price               | \$2.40                                              |
| Price per kg                       | \$13.40                                             |
| Retail margins                     | 24%                                                 |

- Cashews are widely present in small shops and stands, but **per shop sales remain very low.**
- **Average prices in stands and small shops are 40% less than in supermarkets.**
- **There is little variety in products** and no large pack sizes.
- **60% of small shops import** cashews from Burkina Faso.
- Main suppliers:
  - Informal processors from Burkina Faso
  - Delicieux
- Packaging:
  - 67% unlabeled sachets
  - 33% labeled sachets
- Terms of sale:
  - cash
  - consignment



➔ *Product price and poor promotion of cashews' health benefits are the main limitations to sales growth, retailers say.*

## 4.4 Hotels and Restaurants

| Key Facts                              | Luxury Hotels                                                          | Luxury Restaurants                     |
|----------------------------------------|------------------------------------------------------------------------|----------------------------------------|
| Percent using cashews                  | 100%                                                                   | 100%                                   |
| Percent using broken cashews           | 33%                                                                    | 50%                                    |
| Estimated monthly volume/establishment | 5 kg                                                                   | 10 kg (used as a snack and in cooking) |
| Common packs                           | 400 g sachets                                                          |                                        |
| Preferred cashew products              | Plain whole and broken cashews, cashew butter (for cooking and baking) | Plain whole and broken kernels         |

- Côte d'Ivoire's tourist and travel market has been disrupted by current political turmoil, but **luxury hotels and restaurants** continue to use cashews in cooking and baking and as an *aperitif*.
- **33% of luxury hotels** are interested in packing cashews under their own label.
- The main limitations to increased use are:
  - Product price (100%)
  - Lack of publicity of health benefits of cashews (67%)
- Terms of sale: cash (100%)
- Suppliers are mostly wholesalers and traditional markets that have no direct relations with processors, driving up prices.

➔ *Attractively designed small packages of cashews, particularly bearing the hotel brand, have a medium-term potential in hotel mini-bars and gift shops.*

➔ *Processors should develop closer relations with major hotels and restaurants. This market will be small until Côte d'Ivoire's political situation is stable.*

## 4.5 Service Stations

| Key Facts – Service Stations   |                                   |
|--------------------------------|-----------------------------------|
| Percent selling cashews        | 100%                              |
| Percent selling broken cashews | 0%                                |
| Most common cashew products    | Grilled and salted (100%)         |
| Most common pack sizes         | 125 g (most common), 100 g, 150 g |
| Average retail price/item      | \$2.94                            |
| Average retail price per kg    | \$24.40                           |
| Average retail margin          | 13%                               |
| Average monthly cashew sales   | \$200                             |

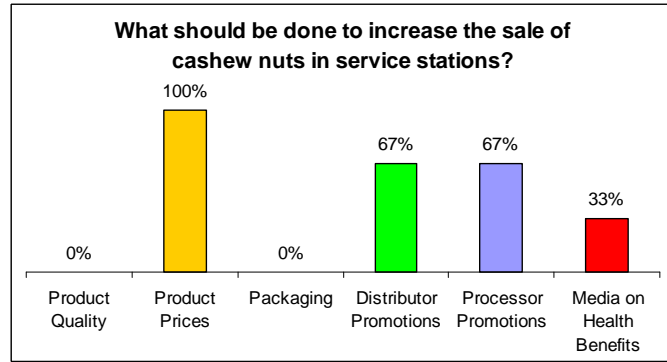
- Service stations are the **highest-volume distribution channel** in Côte d'Ivoire, despite having the **highest average price** per kilo.
- **There is no variety in product selection.**
- Main suppliers:
  - SITA
  - Delicieux
- Range of packages:
  - Aluminum sachets
  - Unlabeled plastic sachets
  - Labeled plastic sachets
- Terms of sale: consignment (100%)

Côte d'Ivoire's packaging and quality meet service station requirements—but price and a lack of marketing and promotion remain limitations.

➔ *Sorted broken grades in attractive packaging may reduce prices, allowing for broader consumption.*

➔ *Surveys show that introducing new flavors would be beneficial in this market.*

➔ *Service stations have lower retail margins but higher prices than supermarkets: Are processors charging higher prices to service stations? If so, processors should consider price-cutting promotions to increase sales volumes.*



## 5. CONSUMER PREFERENCES & HABITS

### 5.1 Consumption Habits

Most (88%) people interviewed know what a cashew nut is and 81% of them have eaten cashews.

➔ *Cashew nuts are well-established in Côte d'Ivoire.*

#### Flavor:

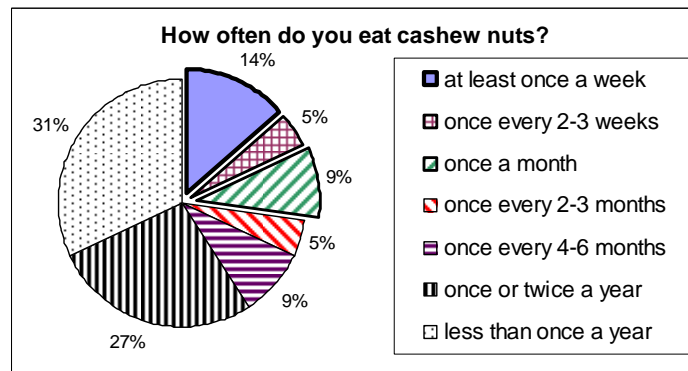
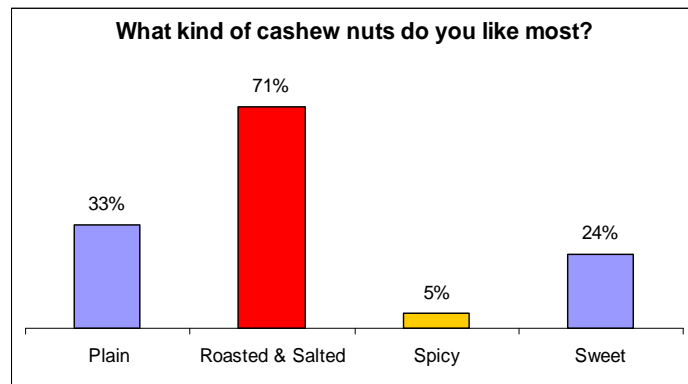
- **Roasted & salted nuts** are preferred by most interviewees.
- **Plain nuts and sweet nuts** are also appreciated by interviewees.
- **Secondary products:** None of the consumers interviewed had eaten any cashew-based product.
- Almost all participants in the group interview said that they would buy broken kernels if they were cheaper.

#### Consumption frequency:

- **28%** of consumers eat cashews at least once a month.
- **58%** eat cashew nuts only twice a year or less.

#### Location of consumption:

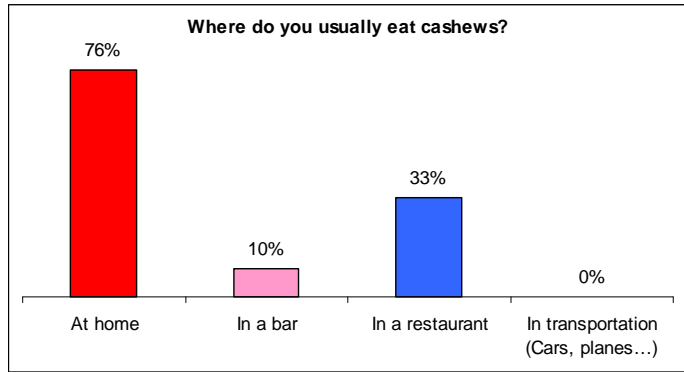
- **Most people interviewed eat cashews as a snack**, mostly at home as an “*aperitif*.”
- 14% eat cashews as part of a meal (in salad, for instance).
- **Restaurants:** 33% of people interviewed eat cashews in restaurants.



- None of the interviewees eats cashews when taking transportation.

**Seasonal consumption:**

- **Cashews are often consumed for special occasions:** 52% of the interviewed people eat them for birthday celebrations and 48% for weddings.
- 19% consume more cashews during the cooler months.



➔ *Consumption frequency can be increased by diversifying cashew supply: various flavors*

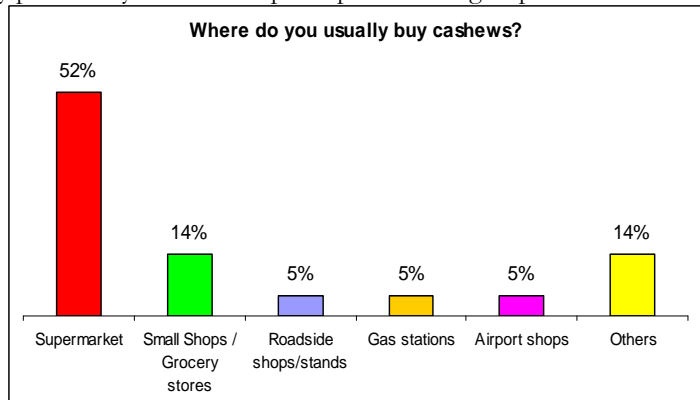
*such as sweet cashews and secondary products such as cashew cookies or caramelized cashews are appreciated in other West African countries.*

➔ *Create special occasion promotions, including special packaging for holidays, anniversaries, or weddings.*

➔ *Sort off-grade nuts and sell them as packages of broken kernels.*

**Perception of cashew products:**

- Only 31% of consumers interviewed know where cashew nuts are produced, but 71% said they would buy more cashews if they could easily find “African cashews.”
- The most common adjectives attributed to cashews are **expensive** and **tasty**.
- Cashew nuts are perceived as a healthy product by most of the participants in the group interview. All seemed quite sensitive to communication campaigns praising the healthy benefits of cashews.



**5.2 Purchase Habits**

**Where do people buy cashews?**

- **Supermarkets** are the most common distribution channel for cashews in Abidjan.

**5.3 Product Preferences**

**Packaging:**

- **Attractive:** Colorful packs and nice labels.
- **Clean and hygienic:** Material (especially plastic) must be chosen carefully. Consumers will not buy nuts that look dirty. Good quality plastic and aluminum are appreciated by consumers. Glass bottles are also among the favorite packs for cashews as they usually are resistant, clean, and presentable.
- Good conservation is key, especially for bigger packs. Consumers prefer solid jars.



**Cashews in aluminum sachets**

- ➔ *Packaging material must be clean and hygienic.*
- ➔ *Good conservation of nuts is key. Consumers want to be able to close the package easily for the next use.*
- ➔ *Labels: attractive colors, African identity of the product.*

**Flavor:**

- **Roasted & salted nuts** are the most appreciated cashews by participants in the group interview.
- 60% said they were likely to buy peppered nuts.
- None liked spicy cashew nuts.



**A wide variety of retail packs are available, but there is little variety in flavors. Supermarkets sell only salted and plain whole kernels.**

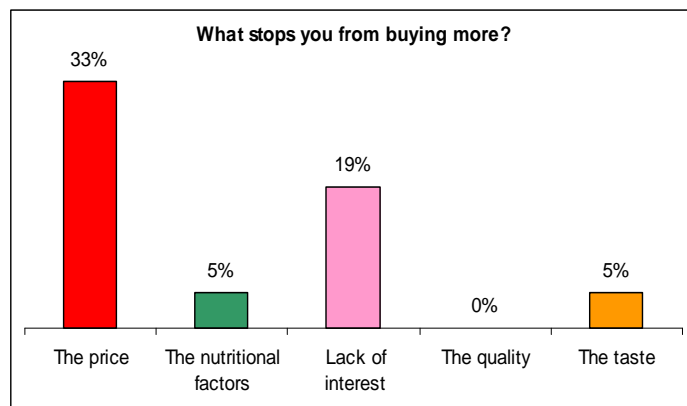
**Price:**

- Cashew nuts are perceived as expensive in relation to the low average income per capita.
- People interviewed asserted that they were, on average, likely to pay the following prices:
  - \$6.80 per kg (3,300 CFA) for cashews in plastic sachets (75 g)
  - \$12.20 per kg (6,000 CFA) for cashews in aluminum sachets (125 g)
  - Up to \$15.58 per kg (7,600 CFA) for cashews in plastic jars (210 g)

- ➔ *Develop new flavors, such as peppered cashew nuts.*
- ➔ *Additional value can be added by improving packaging quality: sturdy and attractive aluminum sachets or plastic jars will appeal to high-end consumers.*

## 5.4 What Prevents People from Buying More?

- **Price** is the main constraint to consumption.
- 43% of interviewees said they would like cashews to be sold in **more market stands, and in more shops run by Mauritanian business men.**



## 6. CROSS-REGIONAL OPPORTUNITIES

- Processors in Côte d'Ivoire need to focus on developing the local market and becoming more efficient before looking abroad.
- Ivorian retail prices per kilo are tied for highest with Ghana—in spite of less expensive packaging—suggesting that Ivorian cashew processors selling on the local market are comparatively inefficient.

# 7. CONTACTS

| CÔTE D'IVOIRE - Liste d'entreprise achetant des noix de cajou transformées |                          |                                     |                       |                                         |                                              |         |               |                             |        |     |
|----------------------------------------------------------------------------|--------------------------|-------------------------------------|-----------------------|-----------------------------------------|----------------------------------------------|---------|---------------|-----------------------------|--------|-----|
| Nom                                                                        | Activité                 | Produits recherchés                 | Contact               | Fonction                                | Adresse                                      | Ville   | Pays          | Téléphone                   | E-mail | Fax |
| ADEAL Pâtisserie Abidjanaise                                               | Pâtisserie               | Broken Kernels                      | M. Amédée             | Responsable de sachats                  | 01 BP 1056 Zone 4A rue du chevalier du clieu | Abidjan | Côte d'Ivoire | 21355340/ 21354218 ext. 336 | N/A    | N/A |
| Abidjan CATERING                                                           | Restauration             | Whole kernels, roasted              | Mme Liadé             | Contrôleur général                      | Aéroport d'Abidjan Port Bouet                | Abidjan | Côte d'Ivoire | 21278046 ext. 311           | N/A    | N/A |
| Restaurant Delhi Darbar                                                    | Restaurant               | Whole and broken Kernels            | M. Miro               | Gérant                                  | Cocody 2 plateaux rue des jardins            | Abidjan | Côte d'Ivoire | 22 41 31 62                 | N/A    | N/A |
| Resto Automatic                                                            | Restaurant               | Whole kernels, roasted & Salted     | M. Abass              | Responsable de la restauration          | Cocody 2 plateaux                            | Abidjan | Côte d'Ivoire | 22 41 09 24                 | N/A    | N/A |
| Asia Resto chinois                                                         | Restaurant               | Whole and broken Kernels            | M. YAO GO             | Responsable du menu                     | Cocody 2 plateaux                            | Abidjan | Côte d'Ivoire | 05 02 20 03                 | N/A    | N/A |
| HOTEL IVOIRE                                                               | Hôtel                    | Whole kernels, cashew paste         | M. Samuel Degny       | Responsable de la restauration          | Cocody                                       | Abidjan | Côte d'Ivoire | 22 40 80 00                 | N/A    | N/A |
| GOLF HOTEL                                                                 | Hôtel                    | Whole kernels, roasted              | M. Ignace Meney       | Responsable de la restauration          | Cocody, Riviéra Golf                         | Abidjan | Côte d'Ivoire | 22 43 10 44                 | N/A    | N/A |
| LYCEE HOTELIER                                                             | Hôtel                    | Amandes entières et amandes brisées | M. Ouattara           | Assistant du directeur de la production | Cocody                                       | Abidjan | Côte d'Ivoire | 05 89 36 85                 | N/A    | N/A |
| HOTEL SOFITEL                                                              | Hôtel                    | Whole Kernels                       | Mme Ouffoué           | Assistant du directeur                  | Plateau                                      | Abidjan | Côte d'Ivoire | 20 30 20 69                 | N/A    | N/A |
| Restaurant VIP de l'aéroport FHB                                           | Restaurant de l'aéroport | Whole Kernels                       | Voir Abidjan Catering |                                         | Aéroport FHB d'Abidjan                       | Abidjan | Côte d'Ivoire |                             | N/A    | N/A |
| Cash ivoire                                                                | Supermarché              | Whole kernels, roasted & Salted     | M. Niamien Kouakou    | Gérant                                  |                                              | Abidjan | Côte d'Ivoire | 24 39 44 38                 | N/A    | N/A |
| Cash center zone 4                                                         | Supermarché              | Whole kernels, roasted & Salted     | M. Séraphin           | Sous-directeur                          | Marcory Zone 4                               | Abidjan | Côte d'Ivoire |                             | N/A    | N/A |
| Super Hayat Cap Sud                                                        | Supermarché              | Whole kernels, roasted & Salted     | M. Agbo               | Sous-directeur                          | Marcory Blvd V. Giscard d'Estaing            | Abidjan | Côte d'Ivoire | 21 35 38 12                 | N/A    | N/A |
| Yahvé Nissi                                                                | Supermarché              | Roasted & Salted                    | M. Toba               | Responsable du rayon alimentaire        | Yopougon Toits Rouges                        | Abidjan | Côte d'Ivoire | 09 15 49 29                 | N/A    | N/A |
| Tesco                                                                      | Supermarché              | Roasted & Salted                    | Mlle NDEPO            | Vendeuse                                | Cocody Angré, Terminus du bus N°82           | Abidjan | Côte d'Ivoire | 22 50 36 47                 | N/A    | N/A |
| Serena                                                                     | Supermarché              | Roasted & Salted                    | M. ADDAMS             | Gérant                                  |                                              | Abidjan | Côte d'Ivoire | 21 28 10 33                 | N/A    | N/A |
| Superette "Divine                                                          | Supermarché              | Roasted & Salted                    | M. Pokou Guillaume    | Gérant                                  |                                              | Abidjan | Côte d'Ivoire | 08 37 14 70                 | N/A    | N/A |
| boutique Station Shell Ste Thérèse Marcory                                 | Station service          | Roasted & Salted                    | Mlle Koffi Affouet    | Vendeuse                                |                                              | Abidjan | Côte d'Ivoire | 21 26 67 61                 | N/A    | N/A |
| Boutique Station Total                                                     | Station service          | Roasted & Salted                    | Mlle Bamba            | Vendeuse                                |                                              | Abidjan | Côte d'Ivoire | 22 43 81 49                 | N/A    | N/A |

