

16<sup>th</sup> ACA Annual Conference



**ACA**  
AFRICAN  
CASHEW  
ALLIANCE

## STRENGTHENING SUSTAINABLE KERNEL & BY-PRODUCTS MARKETING IN THE AFRICAN CASHEW INDUSTRY

*Sheraton Abuja Hotel, Abuja, Nigeria*  
12-15 September 2022



# CASHEW KERNELS MARKETING FOR THE NIGERIAN MARKET

**TUNDE ODUNUGA (ABODSUCCESS INV LIMITED)**

7<sup>TH</sup> SEPTEMBER 2022



# CASHEW KERNELS MARKETING FOR NIGERIAN MARKET

**For a long period of time, Nigerian has been consuming roasted cashew kernels locally. We have over twenty brands of locally branded cashew kernels.**

**The common taste varieties are Dried roasted unsalted, Chili pepper spiced cashews, Roasted and Salted and Honey coated.**

**Traditionally, roasted cashew are packed in bottles. New packaging material are common these days which includes, pouches, cans, plastic containers, aluminum foil packaging.**



# **The market exists and it's growing favorably over the years. Demand should be enhanced through the following:**

- ❖ Advertisement and promotion. Theirs's need to promote the health benefits of cashew kernels consumption, this will drive demand upward.**
- ❖ New and improved packing material are needed. This will increase the shelf life of the products. The most common shelf life is one year, the shelf life can be increased to eighteen to twenty four months through the use of better packaging material.**
- ❖ Improve quality of product, the demand is higher for the whole kernel. Improve methodology, processing and equipment's are needed to maximize the outputs of whole kernels.**



# CASHEW KERNELS MARKET IN NIGERIA

**From a close observation of the market over the years. I am convinced that the potential of the market is bigger than we have tapped. The total turnover of all players in the domestic cashew kernels market is below five billion naira, which is below ten million dollars.**

**If we apply conscious steps of good marketing tactics to boost demand through advertisement and promotion, we can achieve a far higher target of sales in the domestic market.**



# EXECUTIVE CHOICE CASHEW NUTS

**Executive Choice Cashew brand is one of the leading brand in the market. We have been in the market for over twenty years.**

**Our taste varieties, customers satisfactions and loyalty has given us some hedge over other brand. Our market share is about Twenty percent of the market.**



THANK YOU

