



EU-NIGERIA
Agribusiness Platform

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NIGERIA MARKET INTELLIGENCE BRIEF

SHEA BUTTER

HS 120799 | EUNAC 2026



EU Import Market (2024)	Nigeria's Export Target
USD 612.2 Million	USD 61.2 Million (10%)
Nigeria's Global Tree Share	CDI NSDP Capacity
57% of World's Shea Trees	84,000 MT/year Refined Butter

MARKET OVERVIEW

Shea butter is produced exclusively within a 5,400 km sub-Saharan African belt — Europe relies entirely on West African origins. The EU imported USD 612.2 million in 2024 across four growing demand segments: confectionery CBE fats, personal care & cosmetics, food ingredients, and oleochemicals.

Nigeria holds 57% of the world's shea tree population yet exports just USD 4.3 million to the EU — a structural underperformance with a clear, solvable cause. Shea butter is a wild-harvested crop from indigenous agroforestry systems — shea trees grow naturally in savanna landscapes and are not cultivated on cleared forestland. This biological reality gives Nigerian shea an inherent EUDR compliance advantage:



MARKET SNAPSHOT

EU Import Value (2024)	USD 612.2 million — growing at 6.4% CAGR across all four segments
Nigeria's World Endowment	57% of global shea tree population — world's largest single national reserve
Nigeria Current EU Export	USD 4.3 million — severely underperforming vs. 57% resource endowment
CBE/Confectionery Standard	FFA $\leq 2\%$ — shea stearin replaces costly cocoa butter in compound chocolate
Personal Care Standard	FFA $\leq 5\%$; traceable origin premium; Fairtrade increasingly standard
Root Cause of Underperformance	Traditional hot-water extraction produces butter at 8–15% FFA — above EU commercial thresholds

FOUR DEMAND SEGMENTS - SPECIFICATIONS AND KEY BUYER PROFILES

Nigeria's shea export strategy must address all four EU demand segments simultaneously, since they draw from the same refined butter supply but target different processing pathways and buyers:

Segment	FFA Spec	Key EU Buyers	Price (EUR/MT approx.)
CBE / Confectionery Fats	$\leq 2\%$ FFA	AAK, Bunge Loders Croklaan, Fuji Oil	EUR 1,400–1,800
Personal Care / Cosmetics	$\leq 5\%$ FFA ($\leq 2\%$ premium)	L'Oréal, Unilever, Beiersdorf, Clarins	EUR 1,200–1,600
Food Ingredients	$\leq 2\%$ FFA (Codex/EU)	Kerry Group, Puratos, AAK Food, infant formula mfrs.	EUR 1,500–2,000
Oleochemicals	FFA distillate	Oleon, CREMER OLEO, Stepan, Procter & Gamble Chem.	USD 500–700/MT distillate

INVESTMENT OPPORTUNITIES

- **NSDP Six-Plant Programme:** European strategic industrial partner sought (AAK, Bunge Lodgers Croklaan, or Oleon) for technical co-investment + guaranteed multi-year offtake; USD 15–25M.
- **Nigeria Shea Fairtrade Certification:** EUR 8–12M in cooperative training, auditing infrastructure, and digital certification for 350,000+ women collectors.
- **FFA Distillate Offtake:** immediate commercial contract opportunity for Oleon or CREMER OLEO — 4,700–8,000 MT/year at USD 500–700/MT CIF Rotterdam.

What Is EUNAC

ENGAGE WITH NIGERIA AT EUNAC 2026 LAGOS, 25 JUNE 2026

B2B Matchmaking | Investment Wall | Commodity Showcase | Policy Dialogue | Deal Signing

EU–Nigeria Agribusiness Connect 2026 (EUNAC 2026) is a EU–Nigeria agribusiness trade and investment platform designed to connect Nigerian and European businesses, investors, exporters, and technology providers through B2B matchmaking, partnerships, and market access opportunities. The event promotes two-way trade by supporting Nigerian exports to the EU while creating opportunities for European agribusiness products, technology, and services in Nigeria. EUNAC will be an annual event from the first edition in 2026

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