

Project title : KARINEE - Market study of the shea value chain in Guinea

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Guinea	20 100 €	Shea value chain expertise		March 2025 - May 2025

Project's goals and results

Main goals

Analyse the shea butter market and competition in order to identify opportunities, challenges and strategies for effectively positioning Guinea Conakry in this segment

Specific objectives

SO1. Evaluate the potential for supply of organic shea nuts in Guinea

SO2. Analyse the value chain for certified organic raw shea butter, from collection of raw materials to marketing in the country in comparison with the value chain in other producing countries

SO3. Study the demand for organic raw shea butter on local, regional and international markets

SO4. Identify the main competitors and the prices they charge

Beneficiaries

Results

R1. A map of shea nut production areas in Guinea suitable for organic certification

R2. A detailed analysis of the stakeholders involved in the value chain, with a focus on the requirements for organic certification. Specify in particular the differentiation provided by Guinean shea and its value chain, highlighting the difficulties/constraints inherent in the country's production and marketing chain

R3. A report on market trends for raw organic shea butter, including demand, prices and consumer preferences

R4. A comparative analysis of direct competitors (organic shea producers/exporters) and their strategies

Activities

A1. Statistical and bibliographical review of the sector

A2. Field mission to the production basins to meet collectors, groups, cooperatives, traders, exporters and other stakeholders in Guinea

A3. Qualitative interviews with experts in the organic sector, certification representatives and international traders/buyers