



Source

All countries in Southern Africa have baobab populations and potential for export. Malawi currently sits as the market leader in the region and has existing exports. Particularly large volumes could be sourced from: Tanzania, Zimbabwe, Mozambique, Malawi and South Africa.



For more information

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Trade in natural products: Product information

Adansonia digitata Baobab

The Baobab tree is a well known African tree. It has a distinct shape, often grows to large sizes with age and is found in huge numbers across Africa. The tree produces a large ovoid fruit which contains a number of seeds embedded in a highly nutritional whitish powdery pulp. The pulp makes a free flowing powder. A golden yellow, gently scented oil is extracted from the seeds for use in cosmetics.

Existing and potential export opportunities

Product	Marketable quality	Market segments
Baobab flour		
Food ingredient	Health benefits and interesting flavour	Health food ingredient Industrial food ingredient
Food fortifier	Highly nutritious	Nutritional supplements Porridge
Alcoholic beverage	Excellent image and association with Africa	Liqueur
Fruit drink	Water soluble	Novel fruit juice or smoothie ingredient
Functional food ingredient	Good nutritional profile	Formulation of specialized health foods: yoghurts, cereal bars, drinks
Thickening agent	High pectin content	Novel food ingredient
Cosmetic ingredient	Excellent image and association with Africa	Exfoliant in shampoos, skin creams, soap and toothpaste
Pharmaceutical (excipient)	Potential for easily digestible and neutral delivery of active ingredients	Manufacture of pharmaceuticals
Baobab seed oil		
Cosmetic ingredient	Excellent image and association with Africa Contains linoleic acid	Ingredient for moisturizer and emollients
Country	Estimated current volume harvested for domestic use (mt/yr)	Estimated potential sustainably harvested volume for processing and export (mt/yr)
Zimbabwe	44 160	165 600
Malawi	21 840	81 900
Mozambique	26 112	97 920
Tanzania	60 000	225 000
Zambia	8 832	33 120
Botswana	4 680	17 550
South Africa	21 360	80 100
Namibia	3 120	11 700
Total	190 104	712 890