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**Report Highlights:**

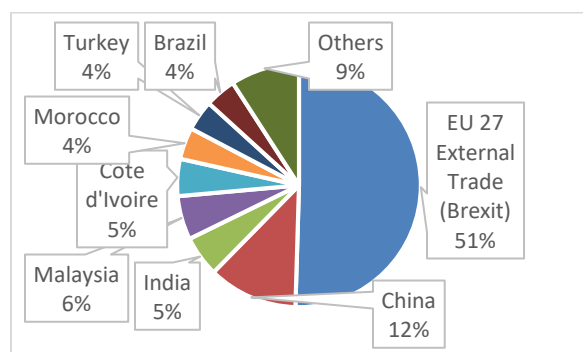
Senegal is a \$3 billion dollar market for food and agricultural imports, including \$1.3 billion in consumer-oriented products. The United States captures less than one percent of market share, with agricultural exports valued at 20 million dollars in 2023, including \$12.3 million in consumer-oriented foods. Despite historic U.S. export underperformance in Senegal, new opportunities are appearing as Senegal's consumer demand grows, fueled by population growth, urbanization, and an expanding consumer class. Purchasing power is expected to increase, partly in response to offshore oil production which was inaugurated in June 2024.

## Market Fact Sheet: Senegal

**Executive Summary:** In 2023, the United States captured less than one percent of market share for food and agricultural product imports from foreign suppliers totaling \$20.8 million of food and agricultural products including \$12.3 million in consumer-oriented foods.

**Imports of Agricultural Products:** In 2023, Senegal’s imports of food and agricultural products were valued at \$3 billion, with \$1.3 billion in consumer-oriented products. The EU-27 accounted for 51 percent of consumer-oriented food imports.

### Top Suppliers of Consumer-Oriented Foods



Source: Trade Data Monitor LLC, CY2023

### Hotel, Restaurant, and Institution Sector:

The growing Senegalese middle-and-upper class now constitutes the bulk of patrons at higher-end establishments, representing 50 to 70 percent of regular clientele. Although a small percentage of the population, these consumers are willing to pay a premium for higher quality foods.

**Food Retail Industry:** Modern retail stores are expanding in Senegal. These outlets sell locally produced and imported food from Europe, Asia, South Africa, Morocco, and neighboring countries. Most of these stores are in Dakar, and their main customers are middle- and upper-class Senegalese consumers and expatriates.

<sup>1</sup> National Agency of Statistics and Demography (ANSD)

### Quick Facts

**Population:** 18,032,473 (ANSD<sup>1</sup>)  
**GDP Growth Rate:** 4.5.3% (World Bank)  
**GDP/Capita:** \$1,729  
**Inflation Rate:** 5.6%

### Top 10 U.S. Consumer-Oriented Prospects

- 1- Snack Foods
- 2- Non-Alcoholic Bev. (ex. juices, coffee, tea)
- 3- Condiments & Sauces
- 4- Bakery Goods, Cereals, & Pasta
- 5- Spices
- 6- Processed Poultry Products
- 7- Processed Beef Products
- 8- Dairy Products
- 9- Processed Fruit & Vegetables
- 10- Beef Cuts

2023 Consumer-Oriented Imports: \$1.3 billion  
 2023 Consumer-Oriented Exports: \$644 million

### Major Senegalese Food Manufacturers

PATISEN, Kirene, SENICO, NESTLE, Compagnie de Distribution Alimentaire, Dolima, Poultrade

Modern Retail Stores	Hotels and Restaurants
Casino, Auchan, Carrefour, Super U, Hypermarket Exclusive, EDK Oil	Pullman Dakar, Teranga Hotel, King Fahd Hotel, Radisson Blu, Terrou-Bi, Novotel, Group Fourchette Restaurants, Azalai Hotel

Strengths	Weaknesses
Senegalese food manufacturing companies' perception of U.S. food ingredients is very positive.	Retailers and processors have long-standing relationships with other non-U.S. suppliers
Opportunities	Threats
GDP growth is leading to increased consumer purchasing power and imported products are viewed as higher quality than local products.	Although the regional market is growing, it is price-sensitive and less expensive ingredients from other origins may be more competitive.

**Data and Information Sources:** World Bank, Trade Data Monitor LLC., Ministry of Economy & Finance, FAS Dakar research

## SECTION I. DETAILED MARKET OVERVIEW

After slowing to just over 4 percent in 2022, the International Monetary Fund (IMF) reported that GDP growth in 2023 exceeded expectations at 4.6 percent, reflecting a good agricultural campaign and a solid tertiary sector and proving resilient despite political tensions surrounding the presidential election. The IMF also reported that inflation fell faster than expected to 5.9 percent. Going forward, this relatively strong growth coupled with an emerging oil and gas industry will make Senegal one of the fastest growing economies in sub-Saharan Africa, with projected growth in 2024 at 7.1 percent.

**Table 1– Senegal Key Trade & Demographic Data**

Year	2018	2019	2020	2021	2022	2023
Real GDP growth (annual percent change)	6.2	4.6	1.3	6.5	4.0	4.6
Inflation rate (percent)	0.5	1.8	2.5	2.2	9.7	5.9
Global Agricultural Exports to Senegal (USD billions)	\$1.8	\$ 1.7	\$ 2.0	\$2.9	\$2.7	\$3.0
Global Consumer-Oriented Agricultural Exports to Senegal (USD millions)	\$739	\$770	\$906	\$1,100	\$1,200	\$1,300
Total Population (millions)	15.90	16.29	16.74	17.19	17.31	18.03
Urban Population (millions)	7.5	7.6	8.0	8.3	9.1	6.10
GDP per capita (current USD)	\$1,460	\$1,440	\$1,470	\$1,600	\$1,570	\$1,730
Unemployment Total (percent of Total Labor Force), modeled ILO estimate	6.53	6.47	7.10	3.70	3.40	3.0

Sources: World Bank, World Data, Statista, IMF, FAS Dakar

The agricultural sector employs nearly 60 percent of the Senegalese labor force and its value-added percentage of GDP was reported at nearly 17 percent in 2022, according to the CIA Factbook. Faced with low agricultural productivity, Senegal imports approximately 70 percent of its food and agricultural needs. The country is notably experiencing rising temperatures, volatile rainfall, extreme weather events, and coastal erosion. Recent trends of population growth, rapid urbanization, increased food demand, and changing eating habits are expected to continue in the years ahead. As a result, Senegal is expected to continue as a significant importer of finished agricultural goods as well as ingredients and feed inputs for its growing food processing and livestock sectors.

In 2023, global exports of food and agricultural products to Senegal rose just above \$3 billion, a record high. The EU-27 accounted for 35.5 percent of the exports, followed by India (14.3 percent), Brazil (8.7 percent), and China (6.9 percent). The major products imported were broken rice (\$413 million), wheat (\$273 million), dairy products (\$270 million), baker's wares (\$196

million), vegetable oil (\$139 million) and corn (\$115 million). The United States exported nearly \$20.8 million of agricultural products to Senegal in 2023, holding less than one percent of the market share. Senegal imported \$1.3 billion in consumer-oriented foods, mainly from EU-27, while the United States accounted for just under \$12.3 million. The top exports of U.S food products include food preparations (\$7.8 million), condiments and sauces (\$707,000), processed vegetables (\$595,000); non-alcoholic beverages (\$395,000); pulses (\$405,00) and fresh fruit (\$395,000).

### **1.1 Population and Key Demographic Trends**

Senegal has a population of 18.03 million people, according to the National Agency of Statistics and Demography of Senegal (ANSD) and half of the population is under 19 years old (18 years old for men compared to 20 years old for women) while children under the age of 15 constitute 39.2 percent of the overall population.

### **1.2 Size of Economy, Purchasing Power, and Consumer Behavior**

Senegal has been affected by inflationary pressures, following the global trend. The outlook going forward is favorable as economic activity is projected to be strong, reflecting the dynamism in the secondary sector, mainly industrial production. Additionally, Senegal became an oil exporter in 2024, providing new revenue streams. Despite anticipated growth in Senegal's economy, consumers continue to face high prices that linger following the prior two years of global inflationary pressures.

As for purchasing power and consumer behavior, Senegalese people view imported products as high-quality, but the average Senegalese consumer has very limited financial resources. Nevertheless, there is a growing middle-and-upper class which can afford to purchase imported products. Euromonitor International identifies Senegal as one of the twenty "markets of the future" and the growth of this middle-and-upper class has led to the development of supermarket chains representing a market access opportunity for U.S. exporters. Despite this export potential, mainly the capital city, there are disparities in terms of purchasing power between the population in Dakar and other regions of Senegal.

### **1.3 Overall Business Climate**

Relative to neighboring West African countries, Senegal's business environment is favorable and improving. Exporters active in the market report that the ease of doing business is superior to other countries in the region, which is driving investment and trade. Many businesses note that Senegal serves as an operating platform for other markets in the region. However, U.S. companies are still not prominent in the market for several reasons:

- Senegalese importers have strong and long-lasting trade relationships with European, South American, Asian and other African exporters.
- The issues of cost competitiveness and comparatively high freight rates from competing origins in South America and Europe.

- European and South American exporters have established competitive advantages by adapting to Senegalese market needs, such as flexibility to send smaller consignments and advantageous terms of payment.
- U.S. exporters lack information or exposure to Senegalese market opportunities.

#### 1.4 Recent Food Trends

Almost all goods entering Senegal transit through the Port of Dakar and are distributed mainly by truck to interior areas and neighboring markets, such as Mali. Most of the goods are distributed in the capital city which serves as Senegal’s hub for most economic activity. According to International Trade Administration, Dakar contains the largest consumer market with 90 percent of its manufacturing base and nearly 3.4 million inhabitants (nearly 20 percent of the country’s population). Besides staple foods, Senegalese people are increasingly fond of chicken as a protein source, especially given the declining availability of the traditional protein, fish. According to the Food and Agricultural Organization (FAO), poultry slaughter has more than tripled over the last fifteen years. However, at roughly five chickens annually per capita, poultry production is still falling below consumption demand and there are times throughout the year – in particular during holidays – when retailers and food service providers are unable to stock or serve chicken. With a ban on all imports of uncooked poultry meat since 2005, local production will need to expand in order to meet the growing demand. As Senegal does not have the land and water resources to support the sector with domestically grown feed, producers and feed millers are import dependent for inputs. Heat-treated poultry products are eligible for entry.

Local retailers that specialize in carrying U.S. products report strong demand for snack foods and beverages. They recognize that many consumers seek American branded goods and associate them with quality and safety. These importers currently occupy a niche space in the Senegalese market but are continuing to grow their footprint.

With these trends, there is long-term market potential in consumer-oriented foods as well as feed ingredients for the Senegalese livestock and poultry sectors. Post contacts in the food retail sector show interest in fast moving U.S. consumer goods including snack foods, average-quality U.S. meat, canned pulses, condiments and sauces, and beverages such as whey formulas as part of their expansion.

#### 1.5 Opportunities and Challenges Facing U.S. Exporters (Table 2)

Opportunities	Challenges
Strategic coastal location making Senegal close to European and North American markets and a gateway for landlocked countries in West Africa, like Mali.	U.S. exporters see the Senegalese market as too small and price sensitive.
Off-shore oil and gas production has come online, with production capacity of 100,000 barrels per day.	The model for consolidating U.S. products is unfamiliar to consumer-oriented buyers. European exporters are more adaptable to Senegalese buyer requirements.
Senegalese consumer perception of the quality of U.S. food products is very positive.	European and South American exporters have established competitive advantages, such as

	flexibility to send smaller consignments and advantageous terms of payment.
Senegal recently constructed a major international airport, and a new port is under construction. It is also home to one of the region's most active maritime ports.	Senegal port fees are higher than neighboring African countries. Senegal also may impose additional taxes for certain food products.
Opportunities exist for U.S. food products targeting niche markets, such as high value foods in the hotel, restaurant, and institutional (HRI) sector. Opportunities for ingredients also exist in Senegal's food manufacturing sector.	Lack of modern cold chain operations, including reliable electricity for perishable food products, creates challenges for transportation outside Dakar.

Source: World Bank and FAS Analysis

## SECTION II: EXPORTER BUSINESS TIPS

U.S. agri-foods are underrepresented in West Africa, and exports underperform compared to origins in Europe, Asia, and South America. The most important questions exporters can ask themselves include: *Are consumers aware of my product?*; *Does my product have a space in the Senegalese market basket?*; and *Am I able to make the effort to build market presence in a small but growing market?* If yes, then the next thing to consider is pricing relative to Senegalese incomes. As a rule of thumb, a product is likely to be at least two to three times more costly than the U.S. freight on board (FOB) prices after it reaches the retail shelf. Exporters interested in entering the market should prepare to start small, ship mixed or partial containers, and will need to be persistent and patient to grow their business. For more information, please read our [GAIN report](#).

A visit to Senegal to gain a first-hand feel of the market, particularly the food manufacturing sector as well as the modern retail and HRI sectors, is important to determine if product has market potential. The supply of imported goods in Senegal can be erratic and good market data may not exist, which may make it difficult to understand market trends. After conducting market research, if an exporter is still interested in the Senegalese market the next step is to locate a reliable importer/distributor. Agents should have extensive knowledge of government regulations and institutions involved in trade, as several government bodies may have a role in regulating certain foods or agricultural products.

Consider the following before selecting an importer/distributor:

- Do they have a strong distribution network and how is it structured? Who are their customers? Do they sell to modern retail establishments, hotels, or restaurants?
- What are their capabilities? Do they have experience handling perishable or value-added foods?
- Reputable agents with extensive experience in the market can also provide some certainty that they are interested in developing a long-term business relationship.
- Business relationships may start small before growing, with just a few pallets or cases of a product.

- Working through a consolidator may help to meet country specific labeling requirements.

Good French language skills may be needed to establish strong business relationships. Ensuring payment is another important consideration when establishing a relationship with an importer. Until a successful working relationship is established, exporters may wish to consider vehicles such as an irrevocable letter of credit. USDA does not have the authority or expertise to mediate contractual disputes or serve as a collection agent when differences over payment arise. For firms that qualify, the Export-Import Bank of the United States provides exporter insurance.

West African Economic and Monetary Union (WAEMU) regulations note that transactions for imported products worth over ten million CFA (approximately \$16,700) must be domiciled in a licensed intermediary bank—a bank licensed by a WAEMU country’s Minister of Finance. This means that importers/buyers who import food and agricultural products worth over approximately \$16,700 into WAEMU member states (such as Senegal) are required to use licensed banks in WAEMU to facilitate payment to exporters. A ‘Foreign Exchange Transaction Form’ must be approved by a licensed intermediary bank in WAEMU before a payment can be made. For more information or details on exceptions, please review the [WAEMU regulation](#).

## 2.1 Market Research

Senegal is ranked 123 among 190 economies in the ease of doing business, according to the latest World Bank annual ratings. Below is a selection of online resources to help navigate the business environment in Senegal.

- The [Senegal Country Commercial Guide](#) discusses key economic indicators and trade statistics, which countries are dominant in the market, and other issues that affect trade. The Customs, Regulations & Standards chapter includes the barriers (tariff and non-tariff) that U.S. companies face when exporting to Senegal.
- The Institute of Chartered Accountants in England and Wales’s (ICAEW) [“Doing business in Senegal”](#), (a selection of articles, books and online resources to learn more about doing business in Senegal).
- World Bank’s 2020 [Doing Business in Senegal](#).
- [2022 Investment Climate Statements: Senegal](#)

## 2.2 Local Business Customs and Trends

French is the official language, but Wolof is the local dialect that is ubiquitous in everyday commerce. Most business and banks are open with regular hours on weekdays, though many will close midday for lunch. Some businesses close early for Friday prayers. The monetary unit of Senegal is Franc CFA. In 2023, the average annual exchange rate for Senegal was 604.81 CFA to one U.S. dollar<sup>2</sup>.

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<sup>2</sup> <https://www.ofx.com/en-us/forex-news/historical-exchange-rates/yearly-average-rates/>



For professional purposes, Senegalese in Dakar dress formally, and in most meetings business attire (suit and tie or dress) is appropriate. Women may wear professional business attire (like what one would see in a U.S. office) or traditional Senegalese outfits known as *bubus*. Business casual for men is a collared shirt with slacks and for women is dresses, skirts, or full pants and a shirt with sleeves. Business casual attire is appropriate for all events outside Dakar and are occasionally held outdoors.

### **2.3 General Consumer Tastes and Trends**

In Senegal, rice, millet, sorghum, and maize constitute the staple food of households. Imported rice is consumed daily by most households. Peanuts are both an important source of protein and commonly a cash crop. Fish is the most dominant animal protein source and accounts for up to 40 percent of total intake of animal protein. However, meats have experienced tremendous consumption growth in recent years, due to a rise in the number of restaurants, fast-food businesses, and roasted meat shops called “Dibiterie” in urban centers. Street food is a fundamental segment of the food ecosystem. Meat is an integral part of the traditional dishes and culinary habits, eaten at least once a week, especially on weekends by most households at lunch or dinner. Poultry is also largely produced and consumed in Senegal.

When determining if a product is right for Senegal, exporters might consider if their products convey any of the following attributes:

- 1) Is the product shelf stable?
- 2) Is the price accessible?
- 3) What nutritional attributes does the product offer? (i.e. “good for you” segment).
- 4) Does the product appeal to consumers with aspirations for novel, high quality, or imported goods?

## **SECTION III: IMPORT STANDARDS & REGULATION/IMPORT PROCEDURES**

### **3.1 Customs Clearance**

All imported/exported goods must be covered by a customs declaration to proceed to the necessary verification and, if required, apply the duties and taxes for clearance. Senegalese Customs “les douanes Sénégalaises” clears all traded goods at the Port of Dakar, the Blaise Diagne International Airport, and road borders and uses an online system called Gaïndé<sup>3</sup> for all customs operations. According to the Investment Climate Facility for Africa, customs clearance in Senegal generally takes one day. At the Port of Dakar, imports are generally transported from the port facility in two days; and efficiencies have been introduced to lessen the average truck turnaround time. For more information about customs clearance, read [here](#).

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<sup>3</sup> GAINDE 2000 is a leading-edge digital services provider established in 2002, with the mandate to develop and operate the Senegal National Single Window for facilitating international trade formalities. GAINDE 2000 has pioneered Africa Single Window initiatives aimed at creating paperless trade environment, Customs Management Systems and Port Community System to facilitate and streamline international trade processes for the import/export and logistics formalities. Please visit [www.gainde2000.com](http://www.gainde2000.com) for more information.



### 3.2 Documents Generally Required by Senegalese Authorities for Imported Food

In general, documents required for the import clearance process include a) two copies of the commercial invoices and /or a Pro Forma Invoice; b) a certificate of origin; c) a certificate of verification issued by the Customs (if applicable); d) a bill of lading; e) if applicable, an export certificate (e.g., health, phytosanitary etc.); and f) an Import Declaration for Food Products. However, the new procedure for imports remains subject to the production of a dematerialized pre-import declaration commonly known as DPI. The DPI is required for any imported goods with a freight on board (FOB) value greater than or equal to 500,000 CFA francs (nearly \$833, \$1=600<sup>4</sup> CFA francs), or for any customized container, regardless of the FOB value. It was previously one million CFA, but the new measure went into force on May 1, 2024. Additionally, for any import of goods subject to direct debit, the DPI must bear the domiciliary bank stamped approval. As a transitional measure, all goods imported under the Program Verification of Imports (PVI) with DPI, with or without a Certificate of verification (AV), must be filed with valid documents. For details on import procedures and requirements for specific products, please refer to the latest [Food and Agricultural Import Regulations and Standards report](#). For a listing of necessary export certificates, please refer to the latest [FAIRS Export Certificate report](#).

### 3.3 Labelling Requirements

Senegal's labeling requirements are specified under ASN NS-03-068; this standard is based on the Codex General Standard for Labeling of Prepackaged Foods (Codex Stan 1-1985-Rev.1-1991). ASN NS-03-068 applies to all prepackaged foods for wholesale, retail, and catering purposes unless otherwise noted by Codex Alimentarius. These products must be labelled in French. Certain food products do not have any mandatory labeling requirements. In order to better understand all labelling requirements, please refer to the latest the latest [Food and Agricultural Import Regulations and Standards report](#).

### 3.4 Tariffs, Other Duties, and FTAs

Senegal is a member of the WAEMU as well as the Economic Community of West African States (ECOWAS). Through these organizations, Senegal has adopted broad economic, import, customs, tariffs, and export regulations. Please refer to the [WTO Trade Policy Review](#) of the West African Economic and Monetary Union and its [Annex 7](#), specifically on Senegalese policies in Part 8 of the Trade Policy Review Document. The [Senegalese Customs website](#) also includes pertinent information for importing and exporting. The U.S. Department of Commerce also publishes a country [commercial guide](#) describing bilateral and multilateral trade agreements that Senegal is party to, including with the United States.

Senegal applies five tariff bands at 0, 5, 10, 20, and 35 percent. Most food and agricultural product imports fall within the 5<sup>th</sup> band (35 percent), including:

- fresh, chilled, or frozen ovine, bovine, porcine, and poultry (please read section 2.3 for more information on the poultry ban) meat including offal, poultry eggs, sausages,

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<sup>4</sup> The average conversation rate

- and other similar meat products, or other foods manufactured with these meat and meat products,
- refined peanut, palm, sunflower, and coconut oil, cocoa powder, chocolate, and other food preparations,
- biscuits, waffles, wafers, rusks, toasted bread, and similar products,
- and yogurt, chewing gum, potatoes, onions and shallots, prepared tomatoes, ketchup, tomato sauces.

Commodities not originating from ECOWAS countries are subject to several additional duties including a) a Statistical Charge (RS) duty of one percent; b) a Community Solidarity Levy (PCS) of the WAEMU of one percent; c) an ECOWAS Community Levy of 0.5 percent; and d) a Senegalese Loaders' Council (COSEC) duty of 0.4 percent. Senegal also levies a special import tax (TCI) on sugar and wheat flour from third countries, 10 per cent of the trigger price or by equalization. A simplified and harmonized value-added tax (VAT) regime is applied to most food and agricultural products at 18 percent. VAT exemptions are available for unprocessed and staple food products, such as rice and wheat, which are subject to a special tax regime. Excise duties are imposed on alcoholic and non-alcoholic beverages (excluding water) in ECOWAS countries. In Senegal, excise duties are levied on alcoholic beverages (40 percent) and aerated beverages (3 percent). For more information about the TCI, special tax regimes or excise duties, please check the [World Trade Organization report](#).

### **3.5 Trademarks and Patents**

In Senegal, the government body responsible for managing intellectual property rights is the Ministry of Industries and Mines through the Industrial Property and Technology Service. Trademarks, industrial designs, and patents are regulated by national legislations that reference the Banjul Agreement on Trademarks, Patents, and Industrial Designs of 1997 (revised in 1999).

## **SECTION IV: MARKET SECTOR STRUCTURE AND TRENDS**

### **4.1 Food Retail**

The modern food retail sector in Senegal has become increasingly competitive over recent years. Distribution occurs both by modern and traditional systems. Lebanese, Turkish, and Chinese merchants play an important role in the import-export business, along with local traders specializing in wholesale and retail distribution of consumer goods. The sector is currently dominated by hypermarkets and conventional supermarkets – most of them from foreign brands such as Hypermarket Exclusive, Auchan, Casino, Super U, and Carrefour. These companies import food products directly from Europe and Asia. Most of these stores are in Dakar, and their main customers are middle- and upper-class Senegalese consumers and expatriates. However, the expatriate population is small, constituting approximately two percent of the total population. Some of the retail establishments have opened smaller retail outlets in neighborhoods around Dakar for greater convenience, offering local and imported products. Newer to market niche retailers such as the American Food Store or Jayma C-Store are emerging to challenge the dominance of these French and Indian banners in the modern segment. Most urban Senegalese

consumers still shop for food at large local markets and small boutiques. OAA Dakar contacts report there are nearly 35,000 small boutiques stores nationwide, including nearly 15,000 in Dakar alone, often with multiple boutiques operating in the same city block.

The supermarkets' clientele is likely to increase thanks to rapid urbanization, the growing middle class, expats, and high-income consumers who demand for high value-added products. Nevertheless, the informal sector and independent grocery stores continue to dominate the Senegalese mass retail market. Moreover, one budding trend has been e-commerce as a growing portion of the urban population has started ordering groceries online. In fact, about 60 e-commerce businesses have opened in recent years. The online food delivery services provide market access for food producers in Senegal. Club Tiossane, for example, sources food products domestically and distributes to households, supermarkets, gas stations, and informal retail shops and boutiques. E-commerce growth in Senegal is fueled by increasing Internet connectivity and use of smartphones, increasing consumer trust in online transactions, and the emergence of secure electronic payment solutions.

## **4.2 Food Processing**

The majority of the food-processing sector is located around Dakar, due to proximity of the port, airport, and good road infrastructure. Large food manufacturers produce the following for the local and regional market: tomato sauce/tomato paste, jams/jellies, bouillon, refined sugar, flour, biscuits, juice, soda, water, beer, milk powder, yogurts, milk drinks, confectionery products, and processed meat products. Peanut oil, juice, and canned fish are exported to international markets. The food manufacturing industry imports many ingredients from Europe. A pervasive sentiment among consumers is imported processed foods are higher quality than what is produced domestically. Thus, most processed foods available in the market are imported.

## **4.3 Food Service - Hotels, Restaurants, and Institutions**

Until recently, upscale restaurants in Dakar primarily catered to expatriates and tourists. However, according to FAS/Dakar contacts familiar with consumption trends, the growing Senegalese middle-and upper-class now constitute the bulk of patrons at these establishments, representing 50 to 70 percent of regular clientele. These consumers are willing to pay a premium for higher quality, more expensive foods. Senegalese middle- and upper-class consumers are travelling more frequently for business, study, and leisure. When these consumers return to Senegal, they want to have the same international dishes that they experienced abroad. Post sources believe that Senegalese consumers in Dakar prefer international cuisine while dining outside the home and enjoy trying new foods. Many of these high-end restaurants are in hotels. Dakar, Mbour, Saint-Louis, and Cap Skirring are important tourist destinations in Senegal and have the largest concentration of upscale hotels. For more information on the HRI sector, please see this [GAIN report](#).

## **SECTION V: AGRICULTURAL AND FOOD IMPORTS**

### **5.1 Agricultural and Food Import Statistics**

Information on U.S. agricultural exports to Senegal for all categories, including bulk, intermediate, and consumer-oriented products, may be found [here](#).

### **5.2 Best High-Value, Consumer-Oriented Product Prospects Categories**

Information on processed food exports from the U.S. to Senegal may also be found [here](#).

## **SECTION VI: KEY CONTACTS AND FURTHER INFORMATION**

### **Office of Agricultural Affairs**

United States Department of Agriculture  
U.S. Embassy Dakar  
Route des Almadies. B.P. 49 Dakar, Senegal.  
Email: [agdakar@usda.gov](mailto:agdakar@usda.gov)  
Website: [www.fas.usda.gov](http://www.fas.usda.gov)

[American Chamber of Commerce](#) in Dakar

[Chamber of Commerce, Industry and Agriculture](#) in Dakar

### **Attachments:**

No Attachments