

**Voluntary Report** – Voluntary - Public Distribution

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**Report Highlights:**

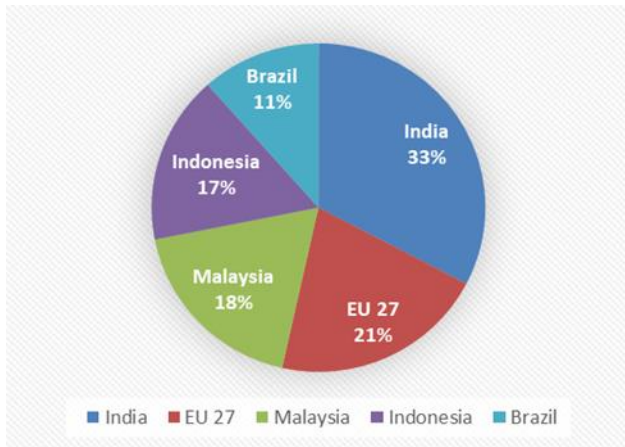
Togo's economic growth is expected to grow after a sharp decline to annual real GDP in 2020 due to the COVID – 19 pandemic. The Togolese economy relies heavily on the agriculture sector which is responsible for 42 percent of GDP and employs 60 percent of the population. Strong global demand for agricultural exports, particularly cotton, organic soybeans, and pineapples is positioning Togo to outperform neighboring countries in the region. In 2022, Togo imported about \$1.3 billion of agricultural and related products. Imports from the United States totaled \$22 million.

**Executive Summary**

The value of Togo’s agricultural and related imports was \$1.3 billion in calendar year 2022, an increase of about 2 percent compared to 2021. Togo’s economy is highly dependent on exports of agricultural commodities such as cotton and soy, as well as from mining phosphate. Cash crop and food production employs approximately 60 percent of the country’s labor force and accounts for approximately 42 percent of the country’s GDP.

**Imports of Consumer-Oriented Products**

Externally sourced consumer-oriented products dominate the Togolese market. Among the major source countries are India, EU 27, Malaysia, Indonesia & Brazil.



**Imports of Consumer-Oriented Products**

Total value of consumer-oriented products imported was \$411 million in 2022. This represents a decrease of about 3 percent compared to same time in 2021.

**Top 5 Growth Products**

1. Food Preparations
2. Poultry meat & products
3. Bakery Goods & cereals
4. Dairy products
5. Distilled Spirits

**Food Industry Gross Sales**

According to industry sources, sales in the food industry were about \$52 million in 2022.

**Top 10 Retailers**

1. Agroboss
2. CitiMart
3. Eco Shop
4. Ramco
5. Cora
6. Leader Price
7. Le Champion
8. De La Paix
9. Global Mart
10. Assan’s

**GDP/Population**

Population (*million*): 8.645 (2021)  
 GDP (\$ *billion*): 8.41 (2021)  
 GDP per capita at PPP (\$): 1,553 (2021)

**Food Processing Industry**

Food processing is still underdeveloped in Togo, however, there are plans to increase agricultural processing from 19 percent (where it currently stands) to 40 percent by 2030. As the demand for processed foods continues to grow, inefficient production and inadequate quality of local raw materials continues to be a major roadblock for developing a viable processing industry. Retail outlets stock lots of processed foods because of growing demand, changing eating habits and diets of the growing population. This represents an opportunity for U.S. exporters.

**Food Retail Industry**

The retail market in Togo is relatively developed. Although reliable figures about the market’s size are not available, several local and foreign chains operate in the country, such as Ramco, Leader Price, and Le Champion. Most supermarkets are concentrated in the capital Lomé. However, most people in the country buy from neighbors or in local markets, especially outside bigger towns. Most products sold in supermarkets are imported.

**SWOT Analysis**

<b>Major Strengths</b>	<b>Major Weaknesses</b>
A very open market compared to other West African countries. A comparatively advanced market for ease of doing business. Increasing efforts in digitalization led by the Government.	High poverty rates. Low internet use and limited innovation capacity.
<b>Major Opportunities</b>	<b>Major Threats</b>
Togolese consumers associate U.S. food products with high quality.	Competition is strong from traditional suppliers in Europe and Asia.

Data and Information Sources: Trade Data Monitor LLC, GATS, The Economist Intelligence Unit.

## **SECTION I. MARKET OVERVIEW**

With an estimated population of roughly 9 million, Togo’s economic growth is expected to grow after a sharp decline to annual real GDP in 2020 due to the COVID – 19 pandemic. Strong global demand for agricultural exports, particularly cotton, organic soy, and pineapples along with port activities (the port is the largest in the region), and increased production in the extractive industry is positioning Togo to outperform neighboring countries in the region.

Togo imported an estimated \$1.3 billion of agricultural products in 2022. Inflation is expected to stay below those of its neighbors since Togo uses the Central African Franc (CFA), which is pegged to the Euro. This prevents exchange rate volatility and averts large depreciation against major currencies like the U.S. dollar, making the country’s currency somewhat more stable versus the currencies in neighboring countries. Togo’s economy relies on the agriculture sector (responsible for 42 percent of GDP and employing 60 percent of the population) and phosphate extraction.

Most consumers in Togo are price sensitive but appreciate high quality products. Togo offers expanding market opportunities due to its record of political stability and relatively liberal import policies. The Togolese economy is organized around its main port, the Lomé Autonomous Port, which serves as a gateway to Sahelian markets in the North, particularly Burkina Faso, Mali, and Niger. There is high demand for imported food products, especially intermediate and consumer ready products due to the very limited selection of products offered by the underdeveloped domestic food-processing sector.

Togo has established itself as a leader in ease of doing business across West Africa and is ranked as the third best reformer globally in the Doing Business (2020) report by the World Bank. Togo was last ranked at 97 in the World Bank’s Ease of Doing Business or trading across borders index.

### **“Advantages” and “Challenges” facing U.S. exporters**

<b>Advantages</b>	<b>Challenges</b>
Togo’s growing population of 9 million is expected to increase to 12.8 million by 2040.	Significantly higher cost of freight incurred in getting U.S products onto the Togolese market.
Togo is improving cellular connectivity as more people subscribe and the country is upgrading to 5G technology.	The percentage of the population using the internet is low and is forecast to rise to only 41 percent by 2025.
Much has been done to improve the business landscape and enable enhanced access to electricity, while a free trade zone is now home to around 60 companies.	Many U.S. exporters view Togo as too small a market and there are few U.S. freight consolidators who are willing to meet the requirements of Togolese importers.
Togolese consumers perceive U.S. food	Competition is strong from traditional

products to be of high quality and value.	suppliers in Europe and Asia.
Consumer spending is expected to increase by 52.5 percent by 2025	U.S. consumer ready foods are less available in Togo, compared with products from EU.
The Government of Togo (GOT), in line with its World Trade Organization (WTO) obligations, has liberalized trade for most food and agricultural products.	Corruption is a major issue in the country that impacts the private and public sector.
Insufficient domestic production and processing means import demand in Togo for processed products and inputs will remain high.	Most Togolese consumers are price sensitive.
The HRI sector continues to expand and requires more consumer ready products and food ingredients.	Job creation is lacking, this could lead to social unrest among youth, which could be a destabilizing factor for the country.
U.S. grocery items entering Togo can be re-exported to neighboring West African countries (a market of about 400 million people).	U.S. consumer ready foods typically have shorter shelf-life labeling and longer transit times, thereby reducing shelf life of U.S. products in Togo.

## ***SECTION II. EXPORTERS BUSINESS TIPS***

Togo's relatively liberalized trade policy creates an opportunity for more formal trade between the United States and Togo. U.S. exporters are encouraged to consider the expanding market opportunities in Togo and U.S. businesses interested in doing business in the country should follow the links below for more information:

[http://www.zonefranchetogo.org/fr/Les\\_7\\_raisons\\_investir\\_au\\_Togo](http://www.zonefranchetogo.org/fr/Les_7_raisons_investir_au_Togo)

<https://www.creerentreprise.fr/creer-entreprise-togo/>

<https://www.togofirst.com/fr>

Modern retail had been restricted to Lomé but there is a growing presence in cities to the North, particularly Sokode and Kara, however, a sizable portion of the population still prefers to do their weekly shopping at the traditional markets. This trend is fast changing as the accommodating business environment makes Togo more attractive as an investment destination.

E-commerce in Togo is still in its infancy. Although there are no official figures about the market size, according to the Digital 2021 report only 6.6 percent of the population made online purchases, while 7 percent of the population has a credit card. Nevertheless, according to the United Nations Conference on Trade and Development, 45 percent of the population over 15 years old have an account with a financial institution or a mobile money account making the West African country one of the countries with higher financial inclusion. Advertising is primarily done through radio, television, and newspapers to reach the most people as possible. Online advertising is not very common, as the internet penetration rate is still relatively low.

Like most countries in Sub-Saharan Africa, Togo presents exciting opportunities for the food retail business as products from the United States are highly desirable, however, retailers prefer stocking relatively smaller volumes of consumer-ready food products because many consumers do remain price sensitive.

U.S. agribusiness firms interested in doing business in Togo can seek assistance from the USDA/FAS office in Accra, Ghana, to initiate and develop business relationships with local companies, importers, and agents. Market requirements by Togolese importers include:

- Requiring services of freight consolidators in the United States to handle their ordering and shipment to minimize cost of shipping,
- Preference for purchasing mixed containers,
- Seeking exclusive distribution/agency agreements from exporters, and
- Preference for visibly displayed production and expiry date expressed in the format; “*dd-mm-yyyy*”.

### **Market entry tips**

The first point of contact for entry into the Togolese market is typically the Importer/Distributor. An exporting firm could also appoint an agent or sign an agreement to make a local business entity the sole representative. U.S. exporters are encouraged to take one or more of the following steps to ensure easy access to the Togolese market:

- Contact the USDA/FAS office located in the U.S. Embassy in Accra, Ghana, to assist in identifying credible importers/distributors,
- Directly contact the importer/distributor or the local agent that will register the products with Togolese government agencies,
- Identify and sell through consolidators based in the United States who are already serving the West African region. Such consolidators usually have a good understanding of local market practices,
- Participate and exhibit at the various USDA sponsored and endorsed trade shows serving the region, which are attended by Togolese importers and are suitable venues for face-to-face meetings and networking,

- Offer flexible shipping volumes and small-sized packaging with well displayed readable manufacture date and date of expiration.

### ***SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES***

Togo is a member of the World Customs Organization and does comply with the harmonized customs system.

Typical documents required to import goods in Togo include:

- Certificate of value,
- Import license,
- Packing list,
- Commercial invoice,
- Certificate of Importation,
- Bill of lading,
- ECTN (waiver certificate),
- Unique payment order (DFU),
- Delivery order,
- Bill of exchange,
- SOLAS Verified Gross Mass (VGM) certificate,

The Automated System for Customs Data (ASYCUDA) is a computerized customs management system that covers most foreign trade procedures when shipping to Togo. This one stop shop is where exporters can receive many of the documents listed above. This platform can be found clicking on the following link.

<https://asycuda.org/en/>

Antaser Afrique, a Belgian firm that officially monitors maritime imports for Togo can provide exporters with the Electronic Cargo Tracking Notes (ECTN) or Advance Shipment Information (ASHI). These are official maritime documents that are issued before shipping and are mandatory when exporting to Togo. Before being able to issue ECTN or ASHI documents, exporters should register and create an electronic account by clicking on the link below and following the registration instructions.

<https://www.antaserafrique.com/mvc/pub/c:afrique/home>

Togo operates a single window to promote efficiency, reduce the turnaround time of vessels, and reduce corruption. Follow the link below for more information on the single window:

<https://www.segucetogo.tg/>

Togo is a member of the Economic Community of West African States (ECOWAS) and adopted the ECOWAS Common External Tariff (CET) that requires member countries to simplify and harmonize ad valorem tariff rates. The CET has five (5) rate bands:

- 0% - essential social commodities
- 5% - basic raw materials, capital goods and specific inputs
- 10% - intermediate products
- 20% - final consumer goods
- 35% - specific goods for economic development

#### ***SECTION IV. MARKET STRUCTURE AND TRENDS***

Togo's food service market has grown in recent years, with the retail stores sector retaining the top position as the most rapidly growing segment. Retail outlets stocking imported high-value food products, particularly supermarkets continue to proliferate across the cities as eating habits and taste of Togolese consumers change towards western foods. This represents sales opportunity for multiple U.S. products.

The hotel and restaurant sector has been identified as being the segment with the second most rapid growth after the retail stores. The rise in the population of Togo's middle class, along with increased tourist/business travel has seen the number of people visiting these establishments increase. Sales opportunities exist for U.S. seafood products, beef & beef products, and condiments & sauces.

#### **Best consumer-oriented product prospects based on growth trends**

Poultry meat & products were among the top 10 best consumer-oriented product prospects based on growth trends. Food preparation products, distilled spirits, dairy products, and bakery goods and cereals round out the group.

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

Togo remains a major importer of food and agricultural products. These imports will continue to grow as Togo's underdeveloped food processing sector is unable to meet increased demand. Food imports mostly comprise of bulk, intermediate and consumer-oriented commodities such as rice, vegetable oils, and poultry. U.S. exports of agricultural and related products to Togo as of December 2022 were \$22.3 million, down by 17 percent compared to \$26.4 million in December 2021. Although U.S. exports to Togo have mostly been rice, pulses, food preparations, and vegetable oil, exports of U.S. soybeans, poultry, bakery goods and cereal, and distilled spirits recorded significant growth in 2022.

The 2022 top 10 leading suppliers of agricultural and related products to Togo in descending order are India, EU 27, Malaysia, Indonesia, Brazil, China, Turkey, United States, Canada, and Ghana. Imports of consumer-oriented food from the European Union remains strong.

**U.S. vs. Sourced from the World Ag. imports to Togo for 2018-2022 (in millions of dollars)**

<b>Product</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>YTD Jan. 2023</b>
<i>Bulk<sup>1</sup></i>	1,259,757	6,137,466	15,969,242	17,028,613	9,624,405	1,681,914
Bulk <sup>2</sup>	260,668,821	252,421,239	408,637,977	341,899,896	378,881,810	453,134.00
<i>Intermediate<sup>1</sup></i>	1,408,434	1,867,352	2,574,418	2,480,425	4,191,091	N/A
Intermediate <sup>2</sup>	404,748,459	294,562,357	386,056,880	512,079,501	537,680,170	21,843,245
<i>Consumer Oriented<sup>1</sup></i>	10,600,312	11,556,627	9,428,814	6,904,749	8,485,083	N/A
Consumer Oriented <sup>2</sup>	374,842,220	428,631,963	428,035,747	422,053,162	411,455,362	16,829,108
<i>Ag. Rel. Products<sup>1</sup></i>	211,467	143,092	61,000	15,200	10,400	N/A
Ag. Rel. Products <sup>2</sup>	31,044,844	30,085,853	29,579,920	52,351,676	47,619,088	3,988,529
<b><i>U.S. Total<sup>1</sup></i></b>	<b>13,478,970</b>	<b>19,704,537</b>	<b>28,033,415</b>	<b>26,427,987</b>	<b>22,310,979</b>	<b>2,985,006</b>
<b>World Total<sup>2</sup></b>	<b>1,071,304,339</b>	<b>1,005,701,407</b>	<b>1,252,310,525</b>	<b>1,328,384,233</b>	<b>1,375,636,429</b>	<b>43,114,017</b>

Source: Trade Data Monitor LLC

**SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

Office of Agricultural Affairs  
 American Embassy  
 No 24, Fourth Circular Rd.,  
 Cantonments, Accra, Ghana  
 Tel : 233-30-274-1590  
 E-mail : [agaccra@fas.usda.gov](mailto:agaccra@fas.usda.gov)  
[www.fas.usda.gov](http://www.fas.usda.gov)

**[Links to other government sources:](#)**

<sup>1</sup> Sourced from the United States

<sup>2</sup> Sourced from the rest of the World



<https://www.fas.usda.gov/GATS> (Trade Data)

**Contacts for Togolese agencies:**

***Togo Revenue Authority***

Location: 41, rue des taxes Lomé

02 BP 20823

Phone: +228 22 53 14 00

Email: [otr@otr.tg](mailto:otr@otr.tg)

***Port of Lomé*** Head Office

Mail: 01 BP 1225 Lomé 01 Togo

Telephone Lines: +228 80 00 18 18/80 00 00 18

Email: [togoport@togoport.tg](mailto:togoport@togoport.tg)

End of Report.

**Attachments:**

No Attachments.