

# Africa: Millet Market

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## Abstracts

This report presents a strategic analysis of the millet market in Africa and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc. This is the most detailed and comprehensive report about the millet market in Africa currently available!

The purpose of the report is to describe the state of the millet market in Africa, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy?s methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the millet market in Africa covers the following countries: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo (Democratic Republic), Congo Republic, Egypt, Ethiopia, Equatorial Guinea, Ghana, Ivory Coast, Kenya, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe.

The report on the millet market in Africa includes:

Analysis and forecast for the economy of Africa;

Analysis and forecast for the agricultural industry in Africa;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by product types/end use segments, by country, etc.);

Country information - breakdown by country for all major indicators, showing the exact volumes and values for each individual country, covered in the report;

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Profiles of the main companies, producing millet in Africa;

Harvest area and yield;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Market attractiveness analysis;

Analysis of the major trade flows;

Forecast for market development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure ? past, present and future;

See the exact usage of millet in Africa by main end use segments/product groups in the last five years and a forecast for its development in the medium term;

Strategically assess the competitive position of the main domestic producers;

Get and compare information at both aggregate level (for the whole region) and for each individual country, covered in the report;

Explore and identify new market opportunities in the countries and regions within the market;

Find out the most promising products/markets (by end use);

Find out the most promising supplying country;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using official and accurate data and calculations.

This is the most comprehensive report covering the millet market in Africa currently available! We also offer similar reports, covering every global country, region and the world as an overall and offer special terms for bundle purchases. So, if you are interested in the millet market in Africa, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF MILLET**

### **4. STATE OF THE ECONOMY OF AFRICA**

- 4.1. Characteristics of the economy of Africa in 2015-2019
- 4.2. Forecast for the development of the economy of Africa for 2020-2022

### **5. STATE OF THE AGRICULTURAL INDUSTRY IN AFRICA**

- 5.1. Characteristics of the agricultural industry in Africa in 2015-2019
- 5.2. Forecast for the development of the agricultural industry in Africa for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE MILLET MARKET IN AFRICA**

- 6.1. Volume, value and dynamics of the millet market in Africa in 2015-2019
- 6.2. Structure of the millet market in Africa in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the millet market in Africa in 2015-2019 by origin
- 6.4. Structure of the millet market in Africa in 2015-2019 by country
- 6.5. Structure of the millet market in Africa in 2015-2019 by end use segments/main product groups and forecast for its development in the medium term
- 6.6. Key recent trends on the millet market in Africa
- 6.7. Competitive landscape of the market
- 6.8. Five Forces analysis
- 6.9. Most promising products/markets (by end use);
- 6.10. Most promising supplying country;
- 6.11. Market attractiveness analysis
- 6.12. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF MILLET IN**

## **AFRICA**

7.1. Volume, value and dynamics of the domestic production of millet in Africa in 2015-2019 and forecast for 2020-2025

7.2. Structure of the African production of millet in 2015-2019 by countries

7.3. Characteristics of the main producers of millet in Africa

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF MILLET IN AFRICA**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of millet in Africa in 2015-2019

8.4. Characteristics of other prices of millet

## **9. TRADE BALANCE OF THE FOREIGN TRADE OPERATIONS OF MILLET IN AFRICA**

9.1. Trade balance of the foreign trade operations of millet in Africa in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF MILLET TO THE AFRICAN MARKET**

10.1. Volume, value and dynamics of the imports of millet to Africa in 2015-2019

10.2. Major trade inflows of millet imports to Africa in 2015-2019

10.3. Structure of the imports of millet in 2015-2019 by importing countries

10.4. Average prices of the millet, imported to Africa in 2015-2019

## **11. OVERVIEW AND ANALYSIS OF THE AFRICAN EXPORTS OF MILLET**

11.1. Volume, value and dynamics of the African exports of millet in 2015-2019

11.2. Major trade outflows of millet exports from Africa in 2015-2019

11.3. Structure of the African exports of millet in 2015-2019 by exporting countries

11.4. Average prices of the African exports of millet in 2015-2019

## **12. CHARACTERISTICS OF THE CONSUMPTION OF MILLET IN AFRICA**

12.1. Volume, value and dynamics of the consumption of millet in Africa in 2015-2019

12.2. Structure of the consumption of millet in Africa in 2015-2019 (by origin, by channel, by country)

12.3. Volume, value and dynamics of the per capita consumption of millet in Africa in 2015-2019

12.4. Balance between domestic supply and domestic demand on the millet market in Africa in 2015-2019 and forecast for its development in the medium term

### **13. FORECAST FOR DEVELOPMENT OF THE MILLET MARKET IN AFRICA IN 2020-2025**

13.1. Factors, influencing the development of the millet market in Africa in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the millet market in Africa in 2015-2019  
Key indicators of the economy of Africa in 2015-2019  
Forecast for the economy of Africa in 2020-2022  
Key indicators of the agricultural industry in Africa in 2015-2019  
Forecast for the agricultural industry in Africa for 2020-2022  
Volume and dynamics of the millet market in Africa in 2015-2019  
Value and dynamics of the millet market in Africa in 2015-2019  
Structure of the millet market in Africa in 2015-2019, in volume terms  
Structure of the millet market in Africa in 2015-2019, in value terms  
Structure of the millet market in Africa by origin in 2015-2019, in volume terms  
Structure of the millet market in Africa by origin in 2015-2019, in value terms  
Structure of the millet market in Africa by country in 2015-2019, in volume terms  
Structure of the millet market in Africa by country in 2015-2019, in value terms  
Structure of the millet market in Africa by end use segments/main product groups in 2015-2019, in volume terms  
Forecast for the structure of the millet market in Africa by end use segments/main product groups in 2020-2025, in volume terms  
Five Forces analysis  
Most promising products/markets (by end use)  
Most promising supplying country  
Market attractiveness analysis  
Volume and dynamics of the domestic production of millet in Africa in 2015-2019  
Value and dynamics of the domestic production of millet in Africa in 2015-2019  
Structure of the domestic production of millet in Africa by producing countries in 2015-2019, in volume terms  
Structure of the domestic production of millet in Africa by producing countries in 2015-2019, in value terms  
Forecast for the production of millet in Africa in 2020-2025  
Value chain analysis of the millet market in Africa  
Cost breakdown of the price formation of millet in Africa, in %  
Volume and dynamics of the average producer prices of millet in Africa in 2015-2019  
Volume and dynamics of the average producer prices of millet in Africa by producing countries in 2015-2019  
Volume and dynamics of other prices of millet in Africa (wholesale, distributor, retail,



etc.) in 2015-2019

Trade balance of millet foreign trade in Africa in 2015-2019, in volume terms

Trade balance of millet foreign trade in Africa in 2015-2019, in value terms

Trade balance of millet foreign trade in Africa by trading countries in 2015-2019, in volume terms

Trade balance of millet foreign trade in Africa by trading countries in 2015-2019, in value terms

Volume and dynamics of the imports of millet to Africa in 2015-2019

Value and dynamics of the imports of millet to Africa in 2015-2019

Main countries, exporting millet to Africa in 2015-2019, in volume terms

Main countries, exporting millet to Africa in 2015-2019, in value terms

Structure of the imports of millet to Africa by importing countries in 2015-2019, in volume terms

Structure of the imports of millet to Africa by importing countries in 2015-2019, in value terms

Average prices of the millet, imported to Africa in 2015-2019

Average prices of the millet, imported to Africa in 2015-2019 by importing countries

Volume and dynamics of the African exports of millet in 2015-2019

Value and dynamics of the African exports of millet in 2015-2019

Recipient countries of the African exports of millet in 2015-2019, in volume terms

Recipient countries of the African exports of millet in 2015-2019, in value terms

Structure of the African exports of millet by exporting countries in 2015-2019, in volume terms

Structure of the African exports of millet by exporting countries in 2015-2019, in value terms

Average prices of the African exports of millet in 2015-2019

Average prices of the African exports of millet in 2015-2019 by exporting countries

Volume and dynamics of the consumption of millet in Africa in 2015-2019

Value and dynamics of the consumption of millet in Africa in 2015-2019

Structure of the consumption of millet in Africa in 2015-2019, in volume terms

Structure of the consumption of millet in Africa in 2015-2019, in value terms

Structure of the consumption of millet in Africa by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of millet in Africa in 2015-2019

Value and dynamics of the per capita consumption of millet in Africa in 2015-2019

Balance between domestic supply and domestic demand on the millet market in Africa in 2015-2019, in volume terms

Balance between domestic supply and domestic demand on the millet market in Africa in 2015-2019, in value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of

the base scenario), in volume and value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

## List of figures

Volume and dynamics of the millet market in Africa in 2015-2019

Value and dynamics of the millet market in Africa in 2015-2019

Structure of the millet market in Africa in 2015-2019, in volume terms

Structure of the millet market in Africa in 2015-2019, in value terms

Structure of the millet market in Africa by origin in volume terms in 2015-2019

Structure of the millet market in Africa by origin in value terms in 2015-2019

Structure of the millet market in Africa by country in 2015-2019, in volume terms

Structure of the millet market in Africa by country in 2015-2019, in value terms

Structure of the millet market in Africa by end use segments/main product groups in 2015-2019, in volume terms

Forecast for the structure of the millet market in Africa by end use segments/main product groups in 2020-2025, in volume terms

Volume and dynamics of the domestic production of millet in Africa in 2015-2019

Value and dynamics of the domestic production of millet in Africa in 2015-2019

Structure of the domestic production of millet in Africa by producing countries in 2015-2019, in volume terms

Structure of the domestic production of millet in Africa by producing countries in 2015-2019, in value terms

Forecast for the production of millet in Africa in 2020-2025

Value chain analysis of the millet market in Africa

Structure of the millet price formation in Africa, in %

Volume and dynamics of the average producer prices of millet in Africa in 2015-2019

Deviation of the average producer prices of millet in Africa in 2015-2019 by producing countries

Volume and dynamics of other prices of millet in Africa (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of millet foreign trade in Africa in 2015-2019, in volume terms

Trade balance of millet foreign trade in Africa in 2015-2019, in value terms

Trade balance of millet foreign trade in Africa by trading countries in 2015-2019, in volume terms

Trade balance of millet foreign trade in Africa by trading countries in 2015-2019, in

value terms

Volume and dynamics of the imports of millet to Africa in 2015-2019

Value and dynamics of the imports of millet to Africa in 2015-2019

Main countries, exporting millet to Africa in 2015-2019, in volume terms

Main countries, exporting millet to Africa in 2015-2019, in value terms

Structure of the imports of millet to Africa by importing countries in 2015-2019, in volume terms

Structure of the imports of millet to Africa by importing countries in 2015-2019, in value terms

Average prices of the millet, imported to Africa in 2015-2019

Average prices of the millet, imported to Africa in 2015-2019 by importing countries

Volume and dynamics of the African exports of millet in 2015-2019

Value and dynamics of the African exports of millet in 2015-2019

Recipient countries of the African exports of millet in 2015-2019, in volume terms

Recipient countries of the African exports of millet in 2015-2019, in value terms

Structure of the African exports of millet by exporting countries in 2015-2019, in volume terms

Structure of the African exports of millet by exporting countries in 2015-2019, in value terms

Average prices of the African exports of millet in 2015-2019

Average prices of the African exports of millet in 2015-2019 by exporting countries

Volume and dynamics of the consumption of millet in Africa in 2015-2019

Value and dynamics of the consumption of millet in Africa in 2015-2019

Structure of the consumption of millet in Africa in 2015-2019, in volume terms

Structure of the consumption of millet in Africa in 2015-2019, in value terms

Structure of the consumption of millet in Africa by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of millet in Africa in 2015-2019

Value and dynamics of the per capita consumption of millet in Africa in 2015-2019

Balance between domestic supply and domestic demand on the millet market in Africa in 2015-2019, in volume terms

Balance between domestic supply and domestic demand on the millet market in Africa in 2015-2019, in value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of the base scenario), in volume and value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total demand for millet in Africa in 2020-2025 (under the framework of the optimistic scenario), in volume and value terms

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