

Entering the European moringa market

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To enter the European market for moringa, you must meet mandatory requirements set by the European Union (EU). You also should meet the common additional requirements that European buyers and niche markets have, as this will help you access the European market. The European market for moringa can be divided into three end-user segments, each with different channels you can enter through. The three end-user segments are the health, food and cosmetics industries respectively. This study focuses on dried moringa oleifera and its use in health products only.

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1. What requirements and certifications must moringa for natural health products comply with to be allowed on the European market?

What are mandatory requirements?

You can only export moringa to the European natural health product market if you comply with the European Union's mandatory legal requirements for natural ingredients for health products. Failure to comply will stop your moringa from entering the European market.

European legislation does not allow the use of moringa in herbal medicinal products or the use of moringa seed oil in nutritional supplements. As such, this study does not cover these applications of moringa.

If your moringa is used in food supplements, you must comply with [EU food supplement legislation](#) and the [European General Food Law](#). Food supplements are also covered by food legislation, so you must also comply with the EU's food safety requirements. This specifically covers:

- [Maximum Residue Levels](#) (MRLs) for pesticides and [Polycyclic Aromatic Hydrocarbons](#) (PAHs)
- Maximum limits for trace metal elements in food supplements as outlined in [Regulation \(EC\) No 629/2008](#)
- [Contaminants in food](#) and [microbiological contamination of food](#) – contamination by salmonella (a pathogenic microorganism) is a common food safety issue for moringa leaf powder. For further information search “moringa” on the EU's [Rapid Alert System for Food and Feed](#) portal
- [Food hygiene](#) as outlined in the [EU's Hazard Analysis and Critical Control Points](#)
- [Food irradiation](#)
- [Traceability](#)
- [Extraction solvents](#)

Table 1: Purity and microbiological requirements for moringa dried moringa oleifera and its use in health

products.

Lead(Pb)	<3.0 mg/kg
Cadmium(Cd)	<1.0 mg/kg
Mercury(Hg)	<0.1 mg/kg
Total plate count (Microbiological activity)	Max 1,000 cfu/g
Yeast and moulds	Max 100 cfu/g
Salmonella	Absent
E.Coli.	Absent

Source: eur-lex.europa.eu

Tips:

See the CBI study [What requirements must natural ingredients for health products comply with to be allowed on the European market?](#) It provides further information and guidance on mandatory requirements as well as broader requirements to enter the European market for this sector.

Visit [Access2Markets](#) for more information on import rules and taxes in the European Union.

Contact [Open Trade Gate Sweden](#) if you have specific questions concerning rules and requirements in Sweden and the European Union.

Convention on Biological Diversity (CBD) / Access and Benefit-Sharing (ABS)

To export moringa to the European market you must comply with the requirements on using plant resources agreed under international treaties and protocols within the Convention on Biological Diversity (CBD). The CBD is a part of EU law and your own country is likely to be a signatory, meaning you need to comply with it.

The Nagoya Protocol's Access and Benefit-Sharing (ABS) provides guidelines for accessing and using genetic resources and traditional knowledge and the fair and equitable sharing of benefits. Similar to the CBD, European companies need to comply with ABS legislation. Furthermore, ABS is likely to be a part of your country's regulations. As an exporter of moringa to the natural health product sector, make sure you abide by ABS.

Tip:

Visit the [CBD website](#), which provides a range of useful information on CBD and ABS. Its handy [country function tool](#) provides useful information specific to your country.

What additional requirements do buyers often have?

Quality requirements

European buyers demand consistently high-quality moringa. For European buyers, quality moringa will have a specific composition and chemical profile because this determines its use. Other common buyer requirements concerning quality include:

- active ingredient,
- moisture content,
- Contaminants
- residues of your moringa.

Speak to European buyers and find out what their specific requirements are, and then meet these requirements. To prove you meet their requirements, you will need to develop structured company and product information, including detailed Technical Data Sheets.

Ensure your moringa is rich in nutrients, specifically high levels of antioxidants, as the nutritional profile of moringa powder is its main selling point. The drying of moringa during its processing into powder has a large effect on its nutrient level. Lower temperatures – below minus 40°C – along with shorter periods of exposure to heat (under 24 hours) usually results in the greater preservation of moringa's nutrients. In addition, to prevent moulding and browning, the moisture content of your moringa should be around 8-10 percent.

Several European buyers have complained that they stopped sourcing moringa because of quality issues. A trader in Germany stated that they *“have just tried to find it [moringa] and we have tested a lot of this from different suppliers and then it came out that nothing that we have received was really up to our expectation in our quality standards, so we have stopped it. We have not received it in economic quantities it was only sample stage.”*

You should consider additional buyer requirements that demonstrate good quality. This includes compliance with [Hazard Analysis and Critical Control Points \(HACCP\)](#); having certification of a food management system based on HACCP; having Food Safety System ([FSSC 22000](#)), International Organization for Standardization (ISO) [22000](#) and [ISO 9001:2015](#), British Retail Consortium Global Standard for Food Safety ([BRCGS](#)) and International Food Safety ([IFS](#)) certification.

Tips:

Only agree to meet a European buyer's specific quality requirements if you can actually meet them. Failure to do so could result end your business relationship with them

Consider meeting additional buyer requirements such as certification demonstrating good quality, as this will make you more appealing to European buyers to do business with.

Consider becoming a member of a moringa association in your country because members receive many benefits that increase opportunities on the European market. Examples of these benefits include help getting organic certification, something which European buyers are increasingly demanding. The [Moringa Development Association of South Africa](#) and [Association Béninoise du Moringa](#) are two examples of industry associations. Note, there is usually a membership fee for these associations.

See the CBI study on [buyer requirements for natural health products](#), as it provides guidance on quality requirements for natural health products.

Technical documentation

European buyers of natural ingredients require exporters to provide them with well-structured and organised product and company documentation. Buyers use it to verify whether you meet their requirements.

For example, a buyer stated in an interview that *“we require a lot of documentation from the suppliers to make sure that goods meet our specifications”*. Additionally, when asked about the need to have documentation, a buyer said that *“documentation is important”*, with another buyer stating, *“we need to have these”* and another buyer stating, *“yes, 100 percent”*. The technical dossier should include the Technical Data Sheet (TDS), the Safety Data Sheet (SDS) and the Certificate of Analysis (COA).

Figure 1: Technical Documentation Description

Technical Data Sheet (TDS)	Safety Data Sheet (SDS)	Certificate of Analysis (COA)
<ul style="list-style-type: none">• Contains a product description, product classification, information on applications, quality analysis, and certificates.	<ul style="list-style-type: none">• Contains a product description, hazard identification, classification, and information on safety measures.	<ul style="list-style-type: none">• Contains analytical data from the product delivered. The COA matches data mentioned in the TDS, the pre-shipment sample approved by buyer, and contractual agreements with buyer.

Source: Ecovia Intelligence

Tips:

Meet European buyer demands for documentation concerning your natural ingredients for health products.

Ensure that any samples that you send buyers match your documentation. This is because samples are assessed against documentation. For example, do not send samples of lower quality than what you have stated in your documentation.

Labelling requirements

To export moringa to the European market you must comply with the following labelling requirements:

- The name, address and telephone number of supplier
- Product name
- Batch code
- Country of origin or place of provenance
- Date of manufacture

- Best-before date
- Weight
- Storage conditions or conditions of use

If you export organic moringa you must also list the name and/or code of the inspection body and the certification number.

Tip:

See the labelling of foodstuffs section under the [EU Trade Helpdesk](#) labelling and packaging guidelines for an overview of labelling and packaging requirements that you need to abide by.

Packaging requirements

European buyers demand moringa of the highest quality. Consider preserving the quality of your moringa by using appropriate packaging materials along with following general packaging requirements, which include:

- Using packaging materials that do not react with components of your moringa. Packaging material that reacts with the moringa will hurt its quality.
- Using clean packaging material at all times. Packaging materials that are contaminated with bacteria, for example, will likely contaminate the moringa and hurt its quality.
- Ensure certified organic moringa and conventional moringa are physically separated to prevent contamination.

Packaging requirements offer differ from one European buyer to another. Speak to European buyers and find out what their specific packaging requirements are, and consider meeting them.

Tips:

Consider recycling or re-using packaging materials because environmental sustainability is becoming increasingly important for European buyers.

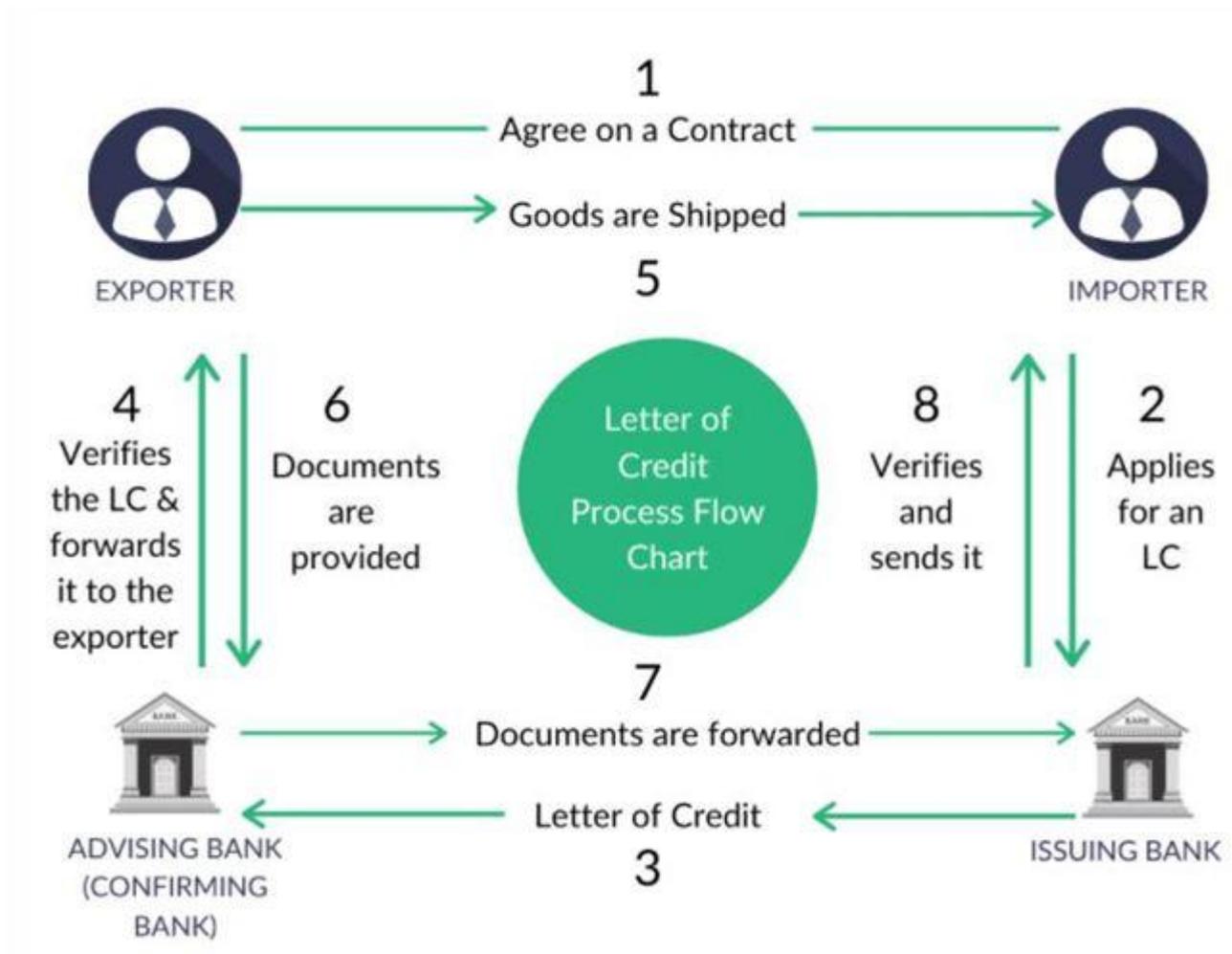
Only agree to meet specific packaging requirements European buyers have if you can actually meet them. Failure to do so may result end your business relationship with them.

Payment terms

At the centre of all trade is payment, which presents risks to all involved. You should do risk assessments of the available payment terms before beginning a trading relationship with European buyers. As an exporter of moringa, try and minimise your risks while at the same time working to meet the needs of European buyers. This is particularly important because you cannot afford to alienate and potentially risk losing European buyers.

There are [several methods of payment](#). However, for both importers and exporters, [Letters of Credit](#) (LC) is thought to be the safest payment term. This is because an LC lets both parties contact an impartial arbitrator, usually a bank, to solve any issues. For the exporter, as long as goods have been dispatched the chosen bank is a guarantor of full payment. In such instances, to avoid more losses, exporters should find new buyers and pay for the return of dispatched goods.

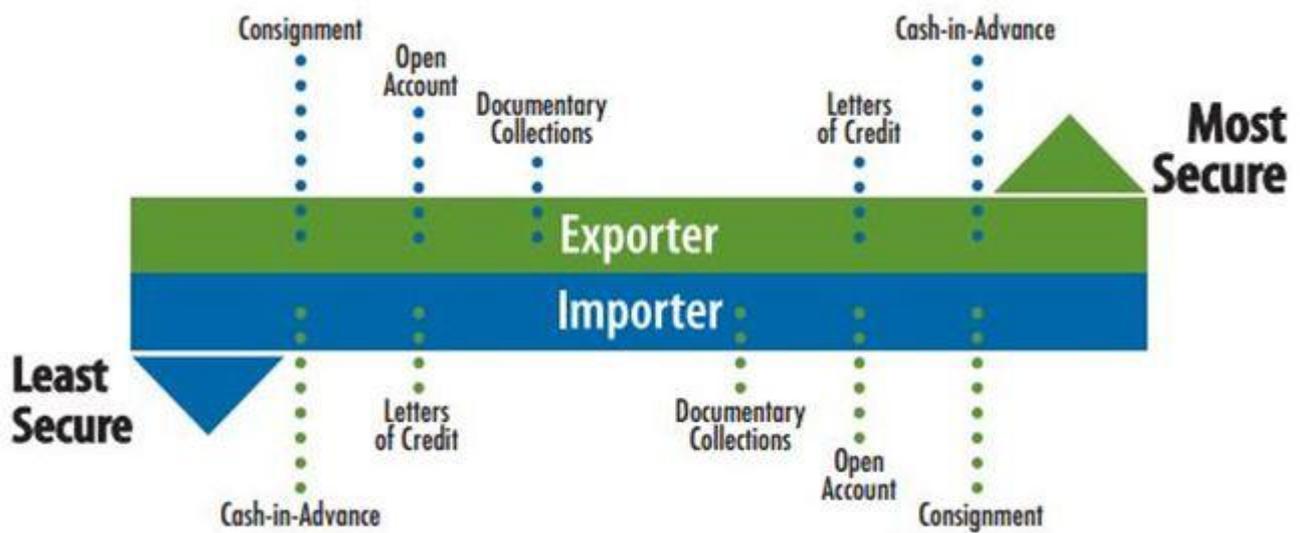
Figure 2: Letters of Credit



Source: dripcapital.com

According to their needs, importers and exporters can choose from [several LC payment terms](#). These include standby, revocable, irrevocable, revolving, transferable, un-transferable, back to back, red clause, green clause and export/import. For exporters, standby LC is thought to be the safest, with it being used commonly in international trade as it provides security to both importers and exporters who have little trading experience with one another. Other payment terms include cash in advance, documentary collections and open account.

Figure 3: Payment risk diagram



Source: trade.gov

Tips:

Be open to negotiating discounts with your potential buyers. This may help you establish long-term partnerships with European buyers. To avoid losses, ensure you include discounts offered in your original price calculations so that you do not sell at a lower price than your costs.

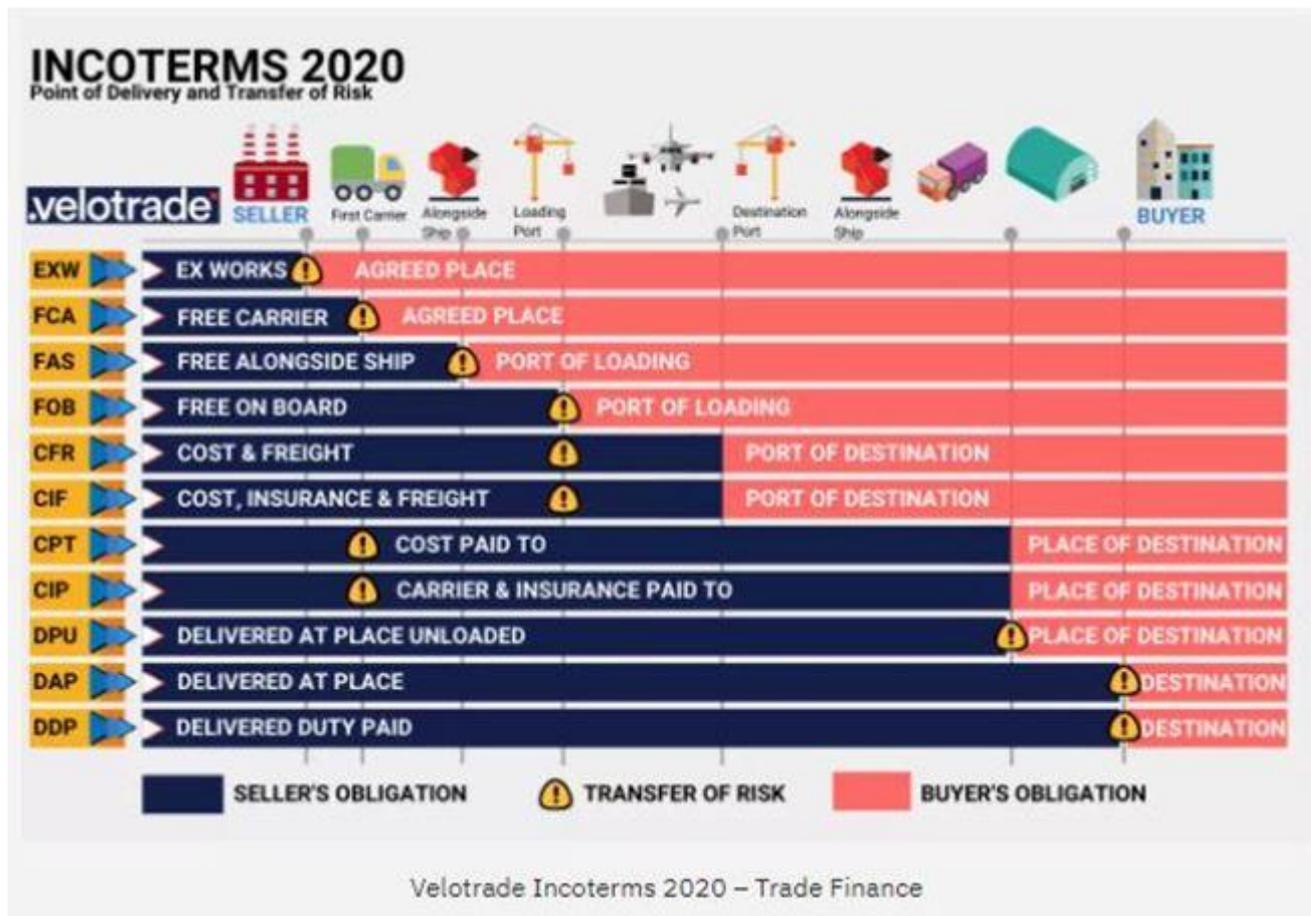
Make sure the payment terms you agree on meet your needs as a supplier of ingredients. Do not commit to payment terms that harm your business.

Delivery terms

When agreeing delivery terms with European buyers you must carefully consider three important factors: delivery time, volume and cost. Failure to meet agreed delivery terms may end your trading relationship with European buyers.

1. Delivery time - European buyers prefer shorter delivery times. Air cargo is usually faster than sea freight and is more reliable in terms of time delivery.
2. Delivery volume/quantity of order - Larger quantities are often cheaper to ship by sea. Air freight can be less expensive for lower volumes air freight, as margins get smaller. Moringa is usually transported by air freight.
3. Cost of delivery method - It is estimated that [sea freight](#) is generally 4-6 times cheaper than air freight. This applies to larger volumes. It is not likely that price of your cargo will increase substantially if you increase the volume.

Figure 4: Incoterms - Delivery terms



Source: velotrade.com

Tips:

Use the [Freightos freight calculator](#) to get instant international freight rate information for shipping freight by ship and air. Doing so will allow you to make a more informed decision before agreeing delivery terms with buyers.

See the CBI study on [organising your export of natural ingredients for health products to Europe](#) for guidance on available payment terms used by this sector.

What are the requirements for niche markets?

Organic and fair trade

Europe has one of the largest markets for organic products in the world. Since consumers are looking for organic products, many buyers are looking to use organic ingredients in their natural health products. As an exporter of moringa you should therefore consider getting organic certification. In order to market your natural ingredients as organic on the European market, you must meet EU regulations. You can find information on the EU organic certification on the [EU organics website](#).

Many importers see organic certification as having become a standard for moringa, because of frequent quality issues. A moringa trader in Europe stated, “- organic certified product means it's free of heavy metals, free of pesticides ... if it's organically certified, it should be free of those things.” Many European buyers will not even consider trading with you if you do not have organic certification. For example, a German importer of moringa

said, “I don’t think that without the organic certification you’re really able to compete. You’d have to have a really good story and tell people why you’re not certified organic.”

Fair-trade ingredients are also in demand from European health product companies. Examples of various fair-trade standards include:

- [Fairtrade International](#)
- [Ecocert Fair Trade](#) and [Fair for Life](#)
- [FairWild](#) standard is for sustainable collection, social responsibility and fair trade principles for wild collected plants.

Tips:

Make sure you have a Certification of Inspection (COI) that is up-to-date to with the [latest changes made by the EU](#) that came into force on the 3rd February 2020. This is a mandatory requirement of the EU if you want to trade organic moringa on the European market.

Visit the [ITC Sustainability Map](#) for a full overview of certification schemes in the sector.

Consider [UNCTAD BioTrade Initiative](#) as an environmental standard for your moringa. Having additional environmental certifications can help you.

2. Through what channels can you get moringa on the European market?

On the European market, moringa is used in the food industry, natural health products industry and cosmetics industry.

How is the end-market segmented?

The European moringa market can be segmented by end-user industry: the food, health products and cosmetics industries, in this case. Figure 5 gives example of moringa products on the European market according to end-user segmentation.

Figure 5: Example of moringa products on the European market



Source: Various

Health products industry

In 2019, the global [moringa products market](#) was valued at USD 5 billion according to Globe News Wire. The market is expected to increase at a compound annual growth rate of 8 percent until 2027. The market is expected to be worth USD 8.4 billion by 2026.

Moringa leaf powder accounts for a third of the market. This high share is because of its use in nutritional supplements. Europe has the largest market for moringa-based products because of the popularity of nutritional supplements.

Moringa powder is also used in nutritional supplements because of its beneficial health properties. Moringa is associated with lowering blood sugar levels; protecting against diabetes; reducing inflammation and oxidation; defending against viral, fungal, and bacterial infections; defending against cognitive decline; protecting kidney

and liver function; and strengthening skin and hair. Moringa powder is sold in the form of capsules or powder.

Food industry

Moringa leaf, seed powder and seed oil are used by the food industry because of their functional and nutritional properties. For example, the meat sector uses moringa leaf, seed and powder as preservatives and antioxidant additives, while the bakery sector uses it for nutritional fortification. Retailers also selling moringa-based products, such as moringa tea made from moringa leaves. Moringa seed oil is also used in cooking.

Cosmetics industry

The cosmetics industry mostly uses moringa in the form of an oil. This is because moringa oil has [moisturising, cleansing, and emollient properties](#). Moringa oil is used in cosmetic products such as shampoos, conditioners, body care products, facial creams, oral care, perfumes and deodorants. In addition, moringa oil is used in aromatherapy and massage oils because it blends well with other essential oils and because it is a good carrier oil.

This study focuses on the use of moringa in the health products industry.

Tips:

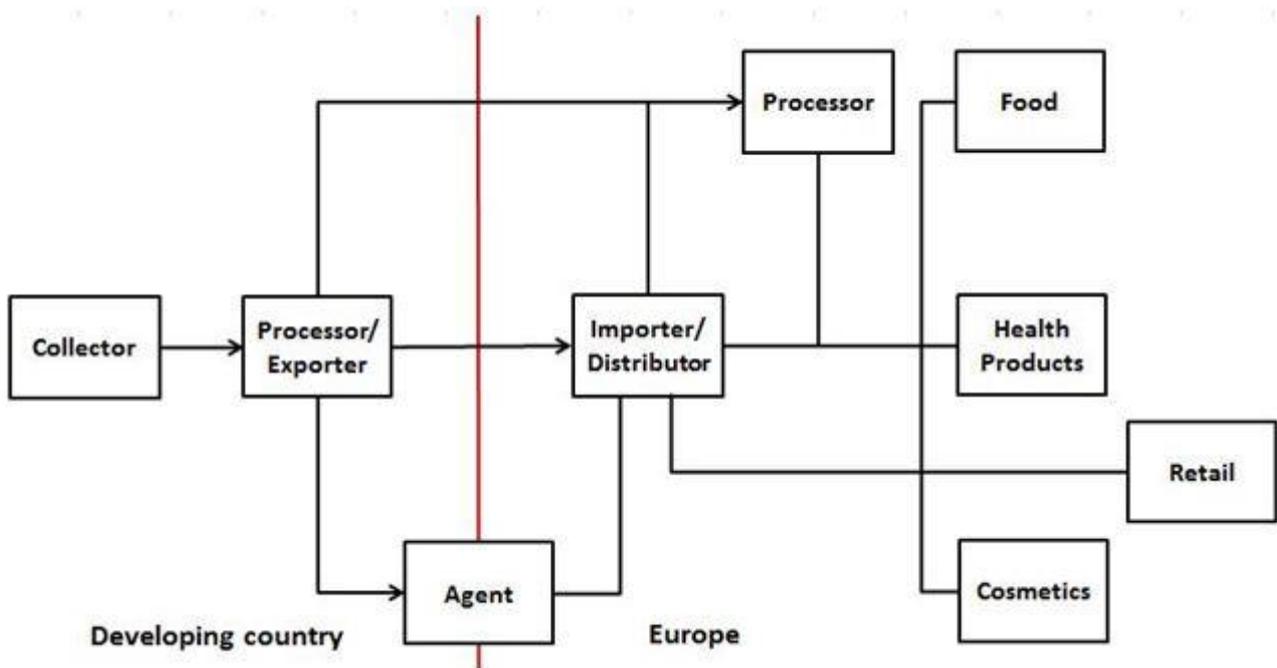
See the CBI study on [Which trends offer opportunities of pose threats on the European natural ingredients for health product market](#). This report gives you useful information about the European health products market and will help increase your chances of market access.

Visit trade fairs to test if the industry is open to your product, get market information, and find potential buyers. They will also give you the chance to speak to end-users and distributors, and to and gauge your competition, especially the way they are marketing their products. See the CBI study [7 tips for finding buyers in the natural ingredients for health products sector](#) for an overview of trade fairs in this sector.

Through what channels does moringa end up on the end-market?

Figure 6 shows the export value chain for moringa on its journey to the European market. The production process of moringa powder starts with moringa leaves being stripped from the moringa tree, after which they are washed, drained, dried (room / solar / mechanical), milled, sieved and then finally dried into leaf powder.

Figure 6: Export Value Chain for Moringa



Source: Ecovia Intelligence

Importer / Distributor

Importers/distributors are the main entry points to the European moringa market. European importers/distributors usually deal in a wide range of natural ingredients. Their expertise is in the global sourcing of natural ingredients, ensuring the quality and documentary and regulatory compliance, along with selling to processors and natural health product manufacturers. Some importers in Europe import moringa leaves and process them in Europe.

Leading importers/distributors of moringa on the European market include [Tradin Organic](#), [Bio Import Europa](#), [Green Origins](#) and [Organic Herb Trading Co](#). These importers/distributors specialise in trading and supplying organic moringa to European natural health product companies.

Agents

An [export agent](#) is a firm or an individual that handles most of the exporting activities on behalf of an exporter, usually for a commission. Agents can be found in developing countries as well as in Europe; however, it is not that common for companies to use agents on the European market. As an exporter from a developing country, you can work with agents who represent and act on your behalf on the European market.

Other channels

Moringa can end up on the European market as a finished natural health product. For example, [Moringa Initiative Ltd](#) is a Zambian company that exports moringa capsules (nutritional supplements) to the European market. Most moringa comes onto the European market as moringa powder. Very few finished moringa products come into Europe, and they represent a small share of the market. As such, you should focus on exporting moringa powder, as most of the bottling and packaging is done in Europe.

Tips:

Consider expanding your moringa product range. For example, consider including organic moringa, as this will help you find a wider range of customers because some importers/distributors only import

organic products.

Be prepared to send consistently high-quality samples of your product to prospective buyers, who will then test your samples to assess whether you are a credible exporter of moringa. This is standard practice on the European natural health products market.

Be prepared to meet prospective buyers who are interested in directly sourcing moringa from you if you are able to supply larger volumes.

What is the most interesting channel for you?

Importers/distributors are the most interesting channel for you as an exporter of moringa from a developing country. This is because importers/distributors have expertise importing and distributing moringa on the European market, a good understanding of the European health products market, and an established customer base in terms of processors and supplement companies. European importers/distributors also have storage facilities and an established logistics network. This can be very helpful if you are a small or medium-sized exporter of moringa from a developing country that is just starting to export to Europe.

Importers/distributors demand consistently high-quality moringa. That is one of their main requirements. They may also have specific requirements concerning the composition of moringa. Other common buyer requirements that importers/distributors have include certified organic and/or fair-trade moringa. Importers/distributors make their products available on their company website and promote them through their marketing materials, such as product catalogues and portfolios.

Tip:

See the CBI study [tips for finding buyers in the natural ingredients for health products sector](#) for useful information and guidance on finding buyers in channels that allow you to enter the European market. Focus on importers/distributors, as they are your main entry point into the European market.

3. What competition do you face on the European moringa market?

What countries are you competing with?

India

It is estimated that India accounts for around 80 percent of the global [moringa supply](#). India's national government, as well as its individual states, actively support the country's moringa industry. For example, the [National Bank for Agriculture and Rural Development provides subsidies to farmers](#), while the government of [Tamil Nadu State is providing subsidies](#) to farmers, especially to cultivate moringa. It may therefore become easier for Indian producers to export moringa to the European market.

Small and medium-sized Indian producers of moringa may find it difficult to compete with larger Indian companies exporting moringa when it comes to price, making it difficult for them to enter the European market. Other challenges that the Indian agricultural industry faces include a lack of access to good-quality seeds, mechanisation, marketing channels, capital and storage facilities and climate change.

Industry sources have highlighted that Indian moringa oleifera is sometimes of poor quality and contaminated,

specifically microbiologically, and that it does not always meet European market standards. Some European buyers indicated that they sometimes have to switch suppliers due to contamination issues. Several European buyers complained that they had to stop importing moringa from India, citing inconsistency, lack of quality, bribery and corruption. Speedy delivery can also be an issue when sourcing moringa from India. However, Indian moringa suppliers offer very competitive prices.

South Africa

Several parts of South Africa have ideal climatic, agricultural and environmental conditions for moringa cultivation. The South Africa's Department of Science and Innovation has been working with the Moringa Development Association of South Africa to develop the country's moringa industry. For example, by establishing moringa farms where moringa trees have been planted and farmers are trained.

According to industry feedback, European buyers find it easier to work with South African suppliers because of their native English and high level of professionalism. South African moringa is usually the same type as the moringa from India (moringa oleifera). With regards to the nutritional profile, there is no difference between moringa coming from South Africa and India. However, South African moringa is a bit more expensive. Moringa production in South Africa is relatively well-developed.

Ghana

There are large and small-scale moringa farms established in the country. Ghana's government as well as several Non-Governmental Organisations (NGOs) are supporting and developing the country's moringa industry. Examples include the Moringa Association of Ghana together with NGOs are helping farmers cultivate and process moringa.

A lot of moringa powder from Ghana is exported to the UK market. Ghana supplies moringa oleifera. However, the production of moringa in Ghana is hampered by land degradation, pests and disease.

Mozambique

Moringa production in Mozambique is still in a developing stage. The commercial production is expected to grow with governmental support. The supply chain of moringa in Mozambique is still underdeveloped. Moringa farmers lacking cultivation and processing knowledge and climate change.

Industry sources have highlighted a lack of flights to Europe, long waiting times for delivery via shipping, language barriers and safety concerns as challenges European buyers face when importing from Mozambique. Production of moringa takes place on a small-scale in the country.

Kenya

Kenya has an established commercial moringa production industry that is continuing to develop. In recent years, a number of organisations have been supporting Kenyan farmers cultivate moringa. For example, the [International Tree Foundation](#) NGO has helped farmers plant more than 25,000 moringa trees and provided training on cultivating moringa.

Moringa production in Kenya is still in an early stage. Both moringa oleifera and moringa stenopetala are cultivated in Kenya. Moringa is also consumed by local communities. There is a potential for further development of moringa production. However, moringa cultivation is threatened by pest attacks and disease.

Zambia

The NGO [CELIM Zambia](#) will lead a project that aims to plant around 75,500 moringa trees, as well as providing farmers practical training on cultivating moringa successfully. The Zambian government is also [focusing on moringa production](#) as part of its plans to develop the country's economy. Lack of access to capital and

essential knowledge on producing and processing moringa in a way that complies with European quality standards are some of the main obstacles that Zambian farmers face.

Exporters of moringa from Zambia are not capable of supplying larger volumes when compared to countries like India. The production of moringa is still developing. Exporters of moringa sometimes struggle to meet the quality standards that European buyers have.

Tips:

Find out if your country has programmes helping exporters like you harvest, cultivate, process and/or export moringa. You can do this by contacting government ministries of trade in your country. They sometimes provide assistance to help you export moringa.

Consider joining organisations in your country that help cultivate, process and export moringa. Examples include the Moringa Association of Ghana and Moringa Development Association of South Africa.

Position yourself against competing countries. For example, moringa is cultivated on large-scale farms in India, and that enables Indian producers to offer competitive prices and supply larger volumes. Your main selling point could be quality or organic certification, as organic moringa is in high demand on the European market.

What companies are you competing with?

A number of established companies successfully export moringa leaf powder to the European market. These companies position themselves as able to deliver high-quality moringa products to the European market in accordance with common buyer requirements as well as requirements for niche markets.

One thing that established companies – including the companies selected below – share is a professional website containing well-prepared content. Their websites will include sections informing prospective buyers who the companies themselves, how they source and process their moringa as well as its technical details and the certifications they hold, accompanied by professionally taken photographs.

Indian companies

One of [Fresh Mantra Organics LLP](#)'s key strengths is its commitment to exporting high-quality [EU Organic](#) certified moringa to the European market. The company also has [ISO 22000:2018](#) Food Management Systems certification specifically for manufacturing and supplying organic food and food supplements. This is another of the company's key strengths.

Mozambican companies

[MoSogari](#) is able to export high-quality certified organic moringa to the European market, which has been cultivated and processed in accordance with its Corporate Social Responsibility (CSR) policy. The company's CSR policy concerns capacity building and creating food and health awareness, and it strives to meet the [United Nation's Millennium Development Goals](#) in the local community.

Zambian companies

One of [Moringa Initiative Ltd.](#)'s key strengths is its ability to export high-quality moringa. The company also provides benefits and services to its employees; these include training, childcare and free housing and healthcare on its on-farm basic clinic. In addition, the company provides a monthly allocation of moringa to all

employees.

Tips:

Consider getting certification that proves the high quality of your moringa. For example, [ISO 2200:2018](#), [Good Manufacturing Practice](#), [British Retail Consortium Global Standard for Food Safety](#) certification, and consider following [HACCP](#) guidelines.

Consider obtaining certification that proves you meet organic, social and environmental standards. Examples include, [European Union \(EU\) Organic](#), [Ecocert Organic](#), [Ecocert Fair Trade](#), [Fairtrade International](#), [Fair for Life](#) and [Fair Wild](#) certification.

Ensure you have an online presence and that your website is up-to-date. Prospective European buyers frequently use the internet to find and assess prospective companies of moringa for natural health products before doing business with them.

What products are you competing with?

Barley grass

Barley grass derived from *hordeum vulgare* (commonly known as barley), is a product that competes with moringa on the European health product industry as they share several beneficial properties. Barley grass is a rich source of vitamins A, B and C, iron and calcium, and antioxidants; it lowers sugar levels, and protects against bacterial and viral infections. Barley is cultivated in several countries around the world; with Russia, Australia, Germany, France and Ukraine being the largest producers according to FAO. A key strength of barley grass powder is that it contains an [exceptional range of nutrients](#) including Vitamin B1 and C, and [calcium, and it is rich in fibres](#).

[Recent research found](#) that barley grass powder is the best functional food for cell nutrition and detoxification in nutritional and health products all over the world. This is another of its key strengths. In recent years, there is growing consumer awareness about the [health benefits](#) of barley grass. As such, barley grass powder is a threat to moringa. However, climate change is a key issue the barley grass industry faces, as it is sensitive to extreme drought and heat. This is one of its key weaknesses.

Figure 7: Barley grass



Source: Eskymaks / Shutterstock.com

Ginger

Ginger in its root, extract and powdered form is another product that competes with moringa, as they share beneficial properties such as improving blood sugar levels and reducing inflammation. It is widely cultivated in parts of the world with tropical and semi-tropical conditions. India accounts for most of the [global production of ginger](#). However, importers of ginger have concerns about the [quality and cleanliness](#) of India's ginger, specifically its adulteration. This is a key weakness. However, ginger is widely cultivated in other countries which include Nigeria, China, Indonesia and Nepal. That is a major strength.

Ginger is used in food supplements because of its wide range of health benefits – another of its key strengths. [Health benefits of ginger include](#) improving digestion, blood sugar levels and harmful cholesterol levels, as well as reducing inflammation, nausea and menstrual pain. The [European ginger market is expected to grow](#) in the next few years because of increasing consumer awareness of its health benefits, along with its growing use in the healthcare industry.

Figure 8: Ginger



Turmeric

Turmeric is another product that competes with moringa because they share several beneficial properties, such as anti-bacterial, anti-viral, anti-inflammatory and anti-oxidant qualities. 2018 Eurostat data showed that India was the largest exporter of turmeric to Europe in terms of volume. However, industry sources state adulteration is a key food safety issues for turmeric from India, specifically when its supply is low. This is a key weakness. On the other hand, turmeric is widely cultivated in other countries such as Peru, Madagascar, Thailand, Costa Rica and Vietnam, which is a major strength.

Turmeric is used in food supplements and pharmaceuticals because of its active substances which have several beneficial properties, including anti-bacterial, anti-viral, anti-inflammatory, anti-tumour, antioxidant, antiseptic, cardio-protective, hepato-protective, nephron-protective and radio-protective properties. This is another of turmeric's key strengths. Turmeric can be used in natural health products such as nutritional supplements and it is gaining popularity on the European market. Researchers have [named turmeric as a superfood to watch](#). As such, turmeric is a threat to moringa, because it has similar properties and it is used in health products for its anti-bacterial and anti-viral properties.

Figure 9: Turmeric



Source: Natthapol Siridech / Shutterstock.com

Tips:

Familiarise yourself with products competing with moringa that are available on the European market and learn about their strengths and weaknesses. You can do this by reading the CBI study on turmeric.

Position yourself against competing products by highlighting the strengths of your company and your moringa. For example, highlight its high quality – which you can prove by the certification you hold – as well your company's Corporate Social Responsibility, if applicable. [MoSogari](#) is a Mozambican company that does this well.

Build a marketing story for your moringa which places emphasis on its key strengths. The Zambian company [Moringa Initiative Ltd](#) is a company that does well, as it clearly informs prospective buyers about moringa's key strengths.

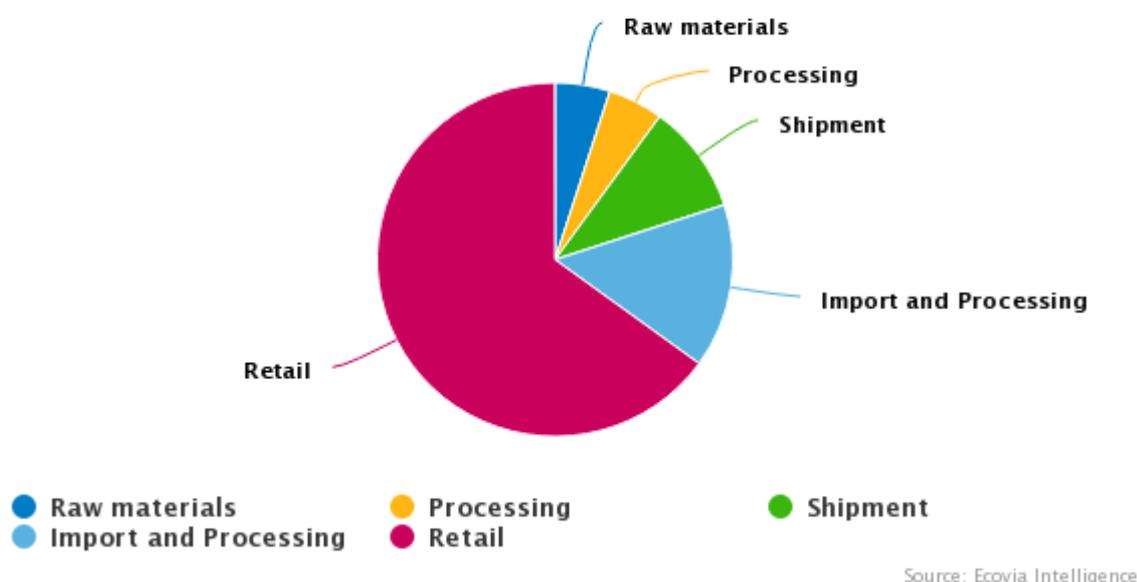
4. What are the prices for moringa on the European market?

The market price of moringa has increased slightly in the last couple of years because of growing demand. The market is dominated by moringa from India. The wholesale price (FOB) of moringa powder ranges from USD 3.5-6 per kilogramme. Organic moringa powder is priced at (FOB) USD 8-30 per kilogramme. The CIF price of moringa oil is EUR 20-40 per litre.

The COVID-19 pandemic has also pushed moringa prices upwards. The lockdown in India caused moringa production to shut down in March and April 2020, disrupting supply chains.

However, there is still a lot of cheap low-quality moringa on the market. The price of moringa hugely depends on the quality. An importer of moringa stated, *"there's a huge difference in quality – I'd say that really defines pricing. So if you have high-quality products, you can really get good prices as a producer, but if you have low quality and you're competing with India or Cambodia or South American producers, well then prices only know 1 way and that's down."*

Figure 10: Estimated price breakdown of moringa products on the European market



Tips:

Certification schemes like organic and fairtrade which are becoming increasingly popular on the European market can allow you to charge a premium for your moringa. Make sure you can justify your price with relevant certifications. Organic certification offers a significant opportunity for you as an exporter of moringa in developing countries.

Consider offering potential buyers discounts as this could help you establish long-term partnerships with them. To avoid losses include discounts offered in your original price calculations so that you do not sell at a lower price than your costs.

This study has been carried out on behalf of CBI by [Ecovia Intelligence](#).

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