

**HIGH COMMISSION OF PAKISTAN
COMMERCIAL SECTION
LAGOS – NIGERIA

PRODUCT REPORT / MARKET INTELLIGENCE REPORT

SUBJECT: - **DEMAND OF SALT IN NIGERIA**

Introduction:

Salt is an essential mineral used in various industries, including food processing, chemical production, and pharmaceuticals. Pakistan is one of the largest producers of high-quality rock salt, with significant reserves in the Khewra Salt Mine. Pakistan's Himalayan Rock Salt is renowned for its purity and aesthetic appeal.

In Nigeria, salt production is limited and primarily consists of evaporated salt from brine and seawater. Local production is insufficient to meet the country's demand, leading to heavy reliance on imports.

Consumption in Nigeria & Import Market Analysis:

The estimated annual salt consumption in Nigeria is approximately 1.5 million metric tons. This demand is driven by:

- **Household Use:** Table salt for cooking and consumption.
- **Industrial Use:** Salt used in food processing, chemical manufacturing, and other industries.

Nigeria's reliance on imported salt has grown due to limited domestic production capacity. Imports account for over 70% of the country's salt consumption.

Specific Quality/Packaging/Labeling Requirements:

- **Quality:** Salt must meet food-grade standards, including appropriate iodine content.
- **Packaging:** With the exception of Pink Salt, all other types of salt is imported in Jute Bags without any weight specifications.
- **Iodine Fortification:** All salts imported into the country must be fortified locally with iodine before market exposure. No iodine fortifications are required for pink salt.
- **Labeling:** Labels must include the product name, net weight, manufacturing and expiry dates, nutritional information, and iodine content. Compliance with Nigerian labeling regulations is mandatory.

Technical/Food Safety Standards:

- **Standards Organization of Nigeria (SON):** Ensures compliance with Nigerian Industrial Standards (NIS).
- **National Agency for Food and Drug Administration and Control (NAFDAC):** Oversees food safety and ensures that imported salt meets iodine fortification requirements.
- **SONCAP:** Imported salt must comply with the Standards Organization of Nigeria Conformity Assessment Program.

Import Tariff & Non-Tariff Barriers:

- **Import Duty:** 5% for salt under HS Code 2501.
- **VAT:** 7.5% on imported goods.
- **Non-Tariff Barriers:** Pre-shipment inspection, Form M, and SONCAP certification.

Year	Import Value (USD Million)	Import Volume (Tons)
2019	62.95	278,826
2020	76.94	452,825
2021	58.34	190,487
2022	58.08	124,741
2013	38.18	206,813

Source: ITC Trademap

Distribution Channels & Prices:

1. Distribution Channels:

- Importers and wholesalers.
- Retail chains and supermarkets.
- Local markets for bulk and small-scale sales.

2. Prices:

- **Bulk Salt:** \$50-\$70 per metric ton (industrial grade).
- **Packaged Table Salt:** \$0.30-\$0.50 per kilogram.

Exporters of Salt in Pakistan:

- Hub Salt
- Standard Salts Company
- Indus Salt
- Khewra Himalayan Pink Salt

Reasons for Pakistan's Low Shares:

- Limited awareness of Pakistani salt in the Nigerian market.
- Competition from Brazil, India, and other established exporters.
- Logistical challenges and high freight costs.

Recommendations:

- **Market Awareness:** Conduct campaigns to promote the unique benefits of Pakistani Himalayan Salt.
- **Trade Partnerships:** Collaborate with Nigerian importers and distributors.
- **Participation in Trade Fairs:** Showcase Pakistani salt at Nigerian trade exhibitions.
- **Compliance:** Ensure all regulatory and quality standards are met.
- **Pricing Strategy:** Offer competitive pricing to penetrate the Nigerian market.

List of Major Salt Importers in Nigeria:

Company Name	Contact Number	Email Address	Website
Dangote Salt	+234 1 448 0815 +234 1 448 0816	communications@dangote.com	www.dangote.com
Nasco Foods Ltd.	+2348057747777	nassatofficial@gmail.com	www.nasco.net
Union Dicon Salt Plc.	+2349060305130 +2348034917292	info@uniondiconsaltplc.com	www.uniondiconsaltplc.com
Royal Salt Ltd.	+234034034343	nmahendra@hyperia.com	-
Bayswater Industries Ltd	+234709319990	info@mrchef.com	-
Covenant Salt Company Ltd	+2348612575223	doe@covenantsalt.com	www.covenantsalt.com.ng/#hm
JOF Nigeria Ltd	+2348175425300 +2348129943443	info@jofnigeria.com	www.jofnigeria.com
Columbia International Ltd	+2348023261716	-	-

