



Africa's Dried Fruit Opportunity: From Post-Harvest Loss to Export-Grade Value Creation

An investor playbook on building scalable fruit-processing businesses that convert surplus African produce into higher-value products for domestic, regional and international markets.



The business sources fresh fruits : mango, pineapple, banana, apple, apricot, baobab and other indigenous varieties, directly from smallholder farmers and cooperatives close to production zones, then dries it using solar-hybrid and mechanical dehydration to produce a clean-label, shelf-stable snack and ingredient product.

Dried fruit converts a perishable, low-value commodity into a durable, high-margin product that can travel further, sit longer on a shelf, and be sold into three channels at once: domestic modern retail, B2B ingredient supply (bakery, cereal, confectionery), and export

Product

Dried mango, pineapple, banana, apple, apricot, baobab

Sourcing

Direct farmer & cooperative aggregation within a 1-day radius of the drying facility

Process

Solar-hybrid + mechanical dehydration

Channels

Modern retail, B2B ingredient supply, cross-border export under AfCFTA

Retail snacking

Packaged dried mango, pineapple, banana, coconut and mixed-fruit snacks sold through supermarkets, convenience stores and online channels.



Food manufacturing

Used as ingredients in cereals, granola, bakery products, confectionery, nutrition bars and trail mixes.



Hospitality & food service

Supplied to hotels, restaurants, cafés, airlines and catering companies for breakfast, desserts, garnishes and snack portions.



Industrial processing

Further processed into fruit powders, flakes, pastes and inclusions for beverages, baby food, supplements and packaged foods.



These applications diversify demand beyond direct retail, allowing dried fruit processors to serve both consumer and B2B markets while reducing reliance on a single sales channel.

\$12.02B

Global dried fruit market, 2024 →
\$16.55B by 2030 (5.6% CAGR)

\$510M

Middle East & Africa dried fruit market, 2024
→ \$664M by 2030 (4.5% CAGR)

574%

Projected increase in intra-African
agricultural trade by 2030 under AfCFTA

20-35%

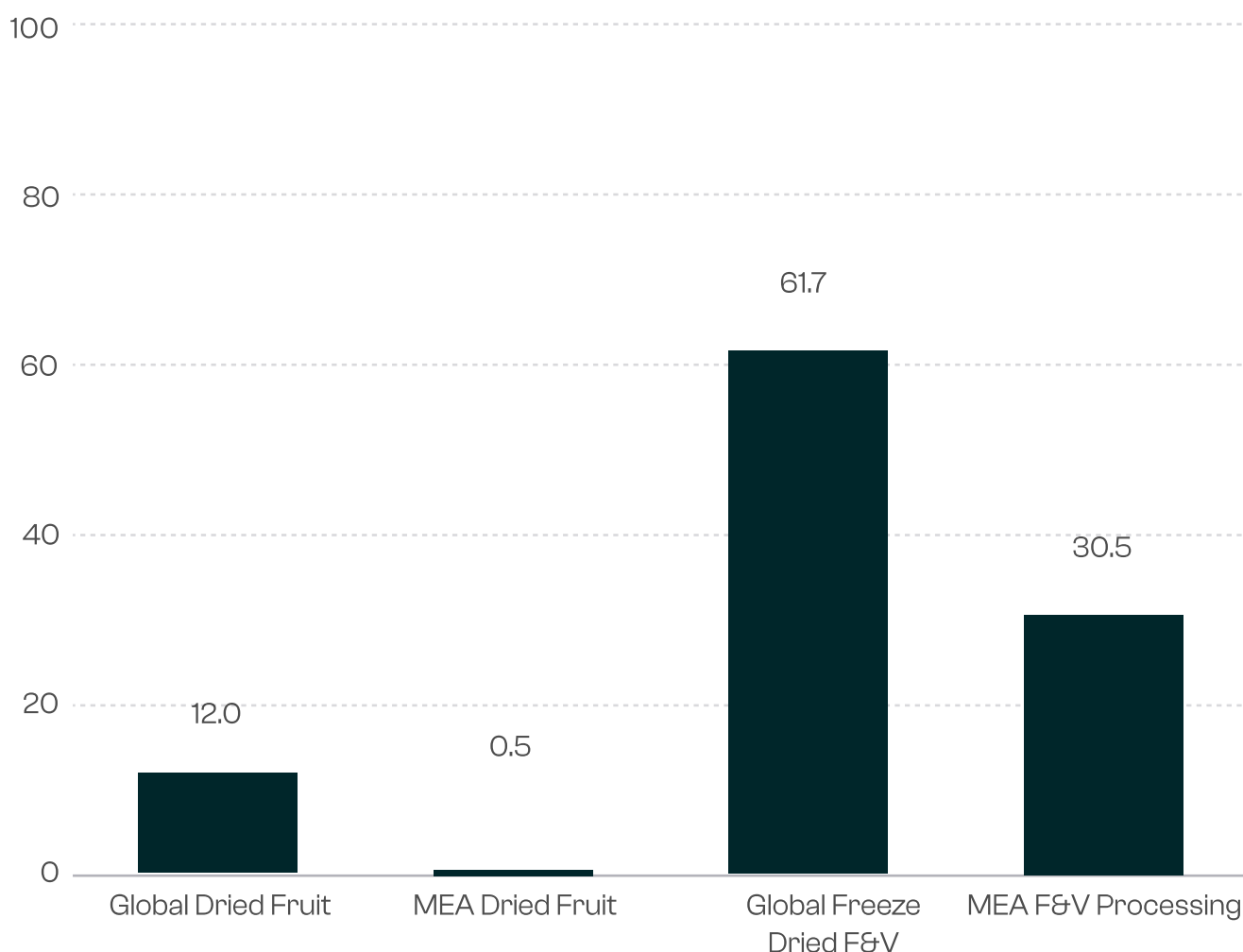
Typical net margin band for African agro-
processing investments

Dried fruit lets an African processor buy low-value, spoiling fruit and sell a shelf-stable product into three growing markets at once — domestic snacking, B2B ingredient supply, and export — at 3-5x the price per kilogram of the fresh input



A growing global category, with the MEA region as the under-penetrated frontier

■ 2024/25 Market Size, \$ Billions



Five markets already anchor Africa's dried fruit trade, each at a different stage

Ghana

Regional Export Hub

Contributes **84.4%** of West Africa's dried fruit exports (largest destination: Germany), a template for a processing-and export model, even at modest absolute volumes (**\$202K** in 2022)

Nigeria

Largest Importer, W. Africa

Absorbs **94.1%** of West Africa's dried fruit imports, sourced mainly from South Africa. Rising middle class and local brands (e.g. ReelFruit) now processing domestically to substitute imports

Egypt

Production Superpower

World's #1 date producer at **~1.9–2M tonnes/yr**, but exports only **35,000–40,000 tonnes** (**~2% of output**). Export price averages **\$4,682/tonne**.

Kenya

Fastest Growing

Holds a modest **~3.9%** share of the MEA dried fruit market today but is its fastest-growing country, on the back of dried mango, pineapple and banana exports

South Africa

Continental Leader

World's 5th-largest raisin exporter; **~90%** of its raisin crop exported. Total SA fruit exports reached **\$4.9B** in 2024 (**+7% over 5 yrs**). Also imports **\$4.17M/yr** of dried fruit for local demand (Turkey, China, Chile).

Source surplus fruit

Buy directly from farmers and aggregators, especially during peak harvest periods.

Grade & prepare

Sort, wash, peel and slice to standardize quality.

Dry & preserve

Remove moisture to extend shelf life and reduce post-harvest losses.

Package & brand

Convert bulk dried fruit into attractive retail and B2B formats.

Distribute locally & export

Sell through supermarkets, food manufacturers, hospitality channels and export buyers.

Expand into higher-value products

Process into fruit powders, snack mixes, cereal inclusions and ingredient formats.

Focus on reducing waste, extending shelf life and moving into higher-margin products.





Strong Raw Material Base

Africa Already Produces Significant Quantities Of Mangoes, Pineapples, Bananas, Dates And Other Fruits Suitable For Drying.



Growing Local Demand

Urbanisation, rising incomes and changing consumption patterns are supporting demand for convenient, packaged and healthier snack products.



Regional Trade Opportunity

AfCFTA Creates The Potential For Processors In One Country To Serve Neighbouring African Markets More Efficiently Over Time.



High Post-Harvest Losses

Loss rates of approximately 30–50% in some fruit and vegetable supply chains create an immediate opportunity for preservation and processing.



Import Substitution Opportunity

West Africa Still Imports Dried Fruit Despite Having Large Domestic Fruit-Production Bases.



Farmer aggregation creates power

A business that controls reliable farmer supply can negotiate better prices and contracts.

Threat of New Entrants: Moderate

Small-scale drying can begin with relatively modest capital. However, consistent quality, food-safety certification, reliable sourcing and export relationships become more difficult as the business scales

Supplier Power: Moderate to High

Fruit supply is seasonal and highly fragmented across smallholder farmers. Reliable sourcing therefore becomes one of the most important operating capabilities.

Buyer Power: Moderate

Retailers and international buyers have access to products from multiple countries. However, traceability, quality, local sourcing and strong branding can help processors differentiate themselves.

Threat of Substitutes: Low to Moderate

Fresh fruit, nuts, cereal bars and other snack categories compete with dried fruit. However, dried fruit has advantages in shelf life, portability and convenience

Competitive Rivalry: Moderate

The market includes imported global brands, commodity exporters and smaller local processors,



PHASE 1: Start as a trader

Best For: Low-capital entry

Buy finished dried fruit from existing processors and resell under their brand or in bulk.

Identify the main buyers:

- Reliable processors
- Basic storage
- Distribution network
- Retail and B2B buyers

Sell to: Supermarkets, hotels, offices, gyms, cafés and food distributors.

PHASE 2: Build a Private Label Brand

Best for: Entrepreneurs focused on branding and consumer products.

Use an existing certified processor to manufacture dried fruit while you control the brand, packaging and sales.

- Product quality
- Packaging
- Shelf life
- Brand positioning
- Retail distribution

Key warning:

Poor processor quality can damage your brand.

PHASE 3: Process On A Small Scale

Best for: Businesses with reliable access to fresh fruit

Buy fresh fruit directly from farms and process it using small commercial dryers.

Basic setup:

- Washing and preparation area
- Slicers and cutting equipment
- Solar or electric dryers
- Moisture testing
- Sealing and packaging equipment
- Food-safe storage

Key warning:

Poor drying yields, inconsistent quality and high fruit wastage.

PHASE 4: Operate As A Contract Processor

Best for: Businesses that want B2B volumes rather than building a consumer brand

Process fruit for farmers, exporters, food companies and other brands..

Revenue can come from

- Processing fees
- Bulk dried-fruit sales
- Packaging services
- Private-label production

PHASE 5: Build An Export- Focused Processing Business

Best for: Larger operators with strong sourcing and compliance capacity

Key requirements

- Reliable farmer network
- HACCP or equivalent food-safety systems
- Traceability
- Export documentation
- Consistent moisture and quality standards
- Large-volume buyers

Target Markets



Seasonal supply shortages



Lock in supply through multi-region farmer contracts.

Inconsistent fruit quality



Standardize grading and supplier quality requirements.

High post-harvest losses



Process quickly and use reliable drying technology.

Dependence on a few buyers



Diversify across export markets and customer segments.

Strong imported competition



Compete on quality, traceability and distinctive African fruits.



About Us

One Africa Markets is a leading global financial services firm that bridges Africa's dynamic and rapidly growing financial markets with the rest of the world, while seamlessly bringing global markets closer to Africa. We combine world-class technology, institutional-grade execution, and a client-centric service model to deliver speed, reliability, and strategic insight across the financial value chain.

Our offerings span global payments, fixed income, commodities, foreign exchange, digital assets, technology solutions, data, and advisory services providing integrated solutions tailored to our clients' evolving needs. Over the past decade, we have built a trusted track record serving a diverse and sophisticated client base, including governments, multinational corporations, high-net-worth individuals, SMEs, fintechs, global and local banks, and leading investment institutions.

Rooted in Africa yet globally connected, we position ourselves as a true gateway to the continent. With a team of experienced professionals across key financial centers worldwide, we bring deep market expertise, local insight, and global best practices to deliver exceptional value to our clients at every stage of their journey.

Advisory

Commodities

Fixed Income

Payments

Research & Data

Technology

\$18bn+

traded in fixed income & forex markets

140+

teams across our global offices

1000+

global client coverage

100+

global banking partnerships