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A world class regulator of a vibrant, diversified and sustainable crop industry

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## **MARKET INTELLIGENCE REPORT**

### **BANANA**



**ISSUE 3 OF 2024**

## 1. INTRODUCTION

Bananas are not only one of the most important fruit crops in the world, but the banana is also the most traded fruit in the world in terms of export value (Britannica, 2023). Despite the predicted increase in demand, supply challenges are being experienced and these need to be mitigated to meet the estimated market growth (IISD, 2020). The major reason to cultivate bananas is to harvest fruits for consumption as fresh fruit and plantains or cooking bananas. The banana cultivars for fresh fruit consumption are sweeter, whereas, varieties for plantains and cooking bananas are rich in starch content (carbohydrate). Research shows that ripe bananas are rich in vitamins such as vitamin A, vitamin B6 and vitamin C, as well as potassium (SHEP PLUS, 2019).

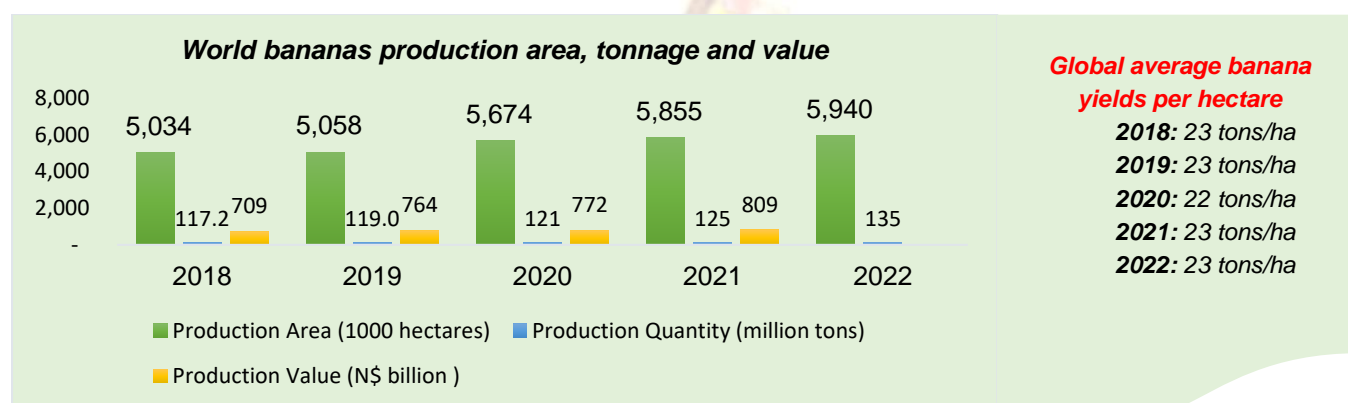
The Food and Agriculture Organisation (FAO) statistics for 2019 to 2022 show that most Southern African countries rarely produce, nor import plantains and cooking bananas. Another observation from the database of the Namibian Agronomic Board (NAB) shows that there is no importation nor domestic production of plantains and cooking bananas in Namibia. Hence, the present report excludes plantains and cooking bananas but rather focuses on fresh bananas as per HS Code 080890.

As of 2022/23, Namibia imported an amount of 6,394 tons per annum, worth N\$ 57 million, which is an increase from 5,084 tons in 2018/19, whereas, local production and the exports of bananas have been non-existent in Namibia. This has necessitated this report to inform potential investors, policymakers and banana value chain actors at large to make data-driven decisions. This report outlines the banana industry statistics in terms of production, consumption, and trade (imports and exports) from the perspectives of global, African, Southern African and domestic perspectives as far as Namibia is concerned.

NOTE: All data in this report sourced from FAO is for a calendar year i.e. January to December, while data from NAB is for a financial year i.e. March to April.

## 2. GLOBAL PERSPECTIVE

**PRODUCTION:** According to FAOSTATS (2023), the production of fresh banana fruits has increased by 3.6% on the basis of an annual average between 2018 and 2022, reaching the highest production of 135 million tons in 2022, which is an increase of 8% from 2021. The world cultivated the largest area of 5,940 hectares of fresh bananas in 2022, producing nearly 135 million tons worth over N\$800 billion (FAOSTAT, 2023; Figure 1). These figures usually exclude informally traded bananas, especially by small-scale farmers (FAO, 2020). The increase in the productivity of bananas can also be noticed the world over and this is attributed to the adoption of better irrigation systems, as well as the applications of synthetic fertilizers and pesticides (FAO, 2020). According to FAOSTATS (2023), an average global yield of 23 tons is attained per hectare of cultivated fresh banana fruits.



**Figure 1:** World fresh bananas production and average price per metric ton

**Source:** FAOSTAT (2023)

India leads banana production in the world, reaching nearly 35 million tons of fresh bananas per year, followed by China with nearly 12 million tons. Nigeria, Angola and Tanzania are the only African countries that are found in the top ten banana-producing countries in the world, with Nigeria being 4<sup>th</sup>, Angola being 9<sup>th</sup>, and Tanzania being 10<sup>th</sup> as of 2022 (World Population Review, 2023).

**Table 1: World bananas production by top ten leading countries**

Country	Production tonnage (1000 tons)				
	2018	2019	2020	2021	2022
India	30,808	30,460	32,597	33,062	34,528
China	11,222	11,656	11,513	11,724	11,777
Indonesia	7,264	7,281	8,183	8,741	9,245
Nigeria	0.0	0.0	5,584	7,389	8,019
Brazil	6,724	6,832	6,593	6,803	6,854
Ecuador	6,506	6,583	6,023	6,685	6,079
Philippines	6,144	6,050	5,955	5,942	5,900
Guatemala	4,207	3,911	4,055	4,650	4,763
Angola	3,954	4,037	4,205	4,346	4,589
Tanzania	3,395	3,407	3,377	3,464	3,501

**Source:** IMF (2023) and Statista (2022), World Population Review (2024)

The price of bananas has almost doubled between 2018 and 2022, rising from N\$ 14,007 per metric ton in 2018 to N\$ 27,832 per metric ton in 2022 (FAOSTATS, 2023; Figure 2).

**Global average banana price per metric ton**

**Year 2019:** N\$ 21,303/ton

**Year 2020:** N\$ 22,697/ton

**Year 2021:** N\$ 22,532/ton

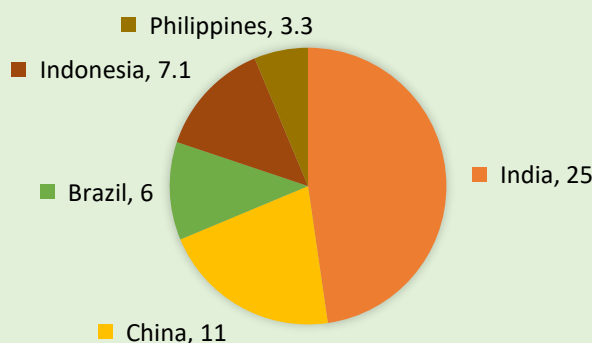
**Year 2022:** N\$ 27,832/ton

\*Conversion date: 04.12.2023

**Figure 2:** Global bananas average producer price per ton

**CONSUMPTION:** The global consumption of bananas was forecasted to reach 136 million tons annually by the year 2023, and this is due to the increasing world population growth (Soocial, 2023). Most top banana-producing countries are also the leading banana-consuming countries. In this regard, India consumed 25 million tons, followed by China which consumed 11 million tons, whereas, the Philippines consumed the lowest among the top 5 banana-consuming countries, as it consumed 3.3 million tons (FAO, 2020; World Population Review, 2023).

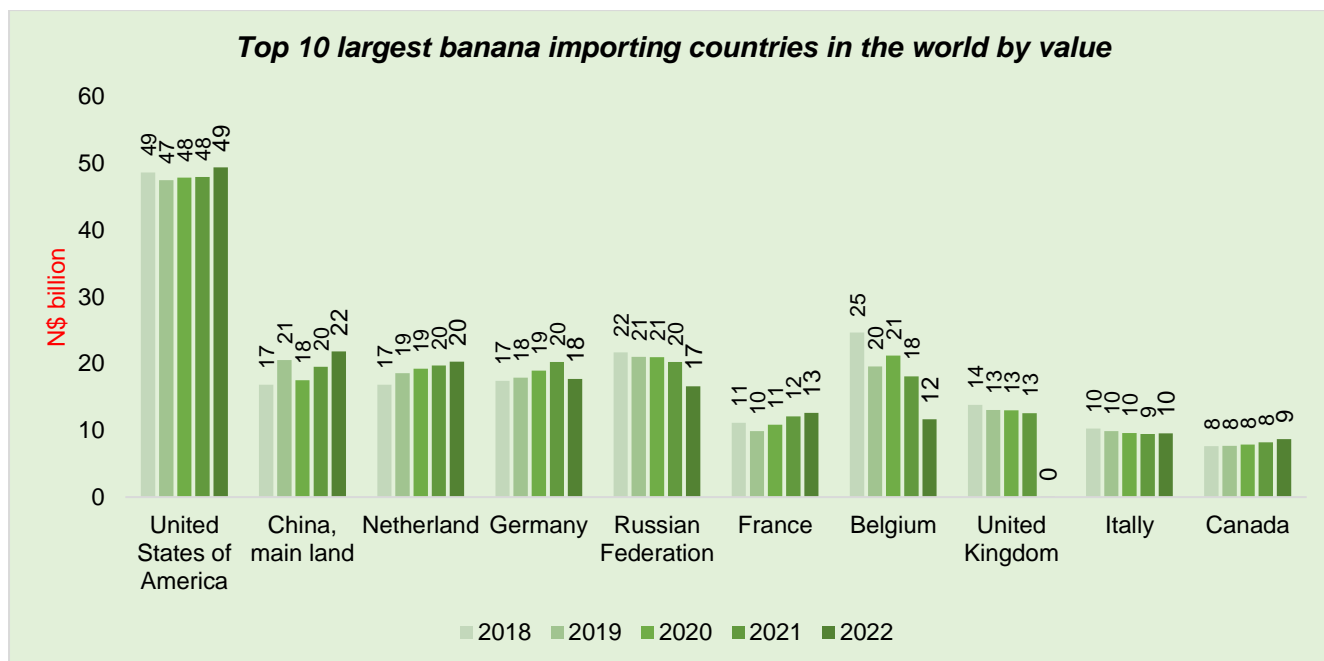
**TOP FIVE COUNTRIES IN BANANA CONSUMPTION GLOBALLY**



**Figure 3:** Top five countries in bananas consumption in the world

**Source:** FAO (2020) and World Population Review (2023)

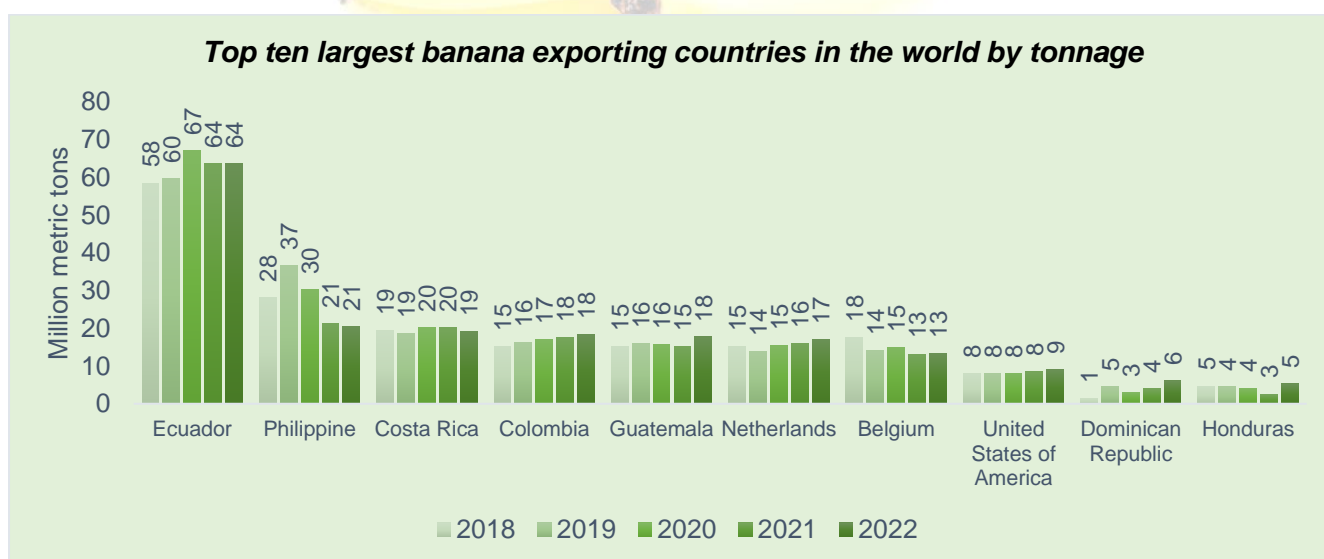
**IMPORTS:** About 23 million tons of bananas, worth N\$283 billion were imported worldwide during 2022 (FAOSTAT, 2023). From the value perspective as of 2022, the highest importing market for bananas is the United States of America, which imported bananas worth N\$49 million tons as of 2022, followed by China with banana imports valued at N\$22 million in 2022, whereas, Canada imported bananas worth about N\$8 million, and this is the lowest among the top ten world largest importers of bananas (FAOSTATS, 2023; Figure 4).



**Figure 4:** Highest world banana-importing countries

Source: FAOSTAT (2022)

**EXPORTS:** The world has exported about 24.3 million tons of fresh bananas during 2022, generating about N\$244 billion (FAOSTATS, 2022). The largest producers of bananas such as India, China, Indonesia and Brazil are not in the top ten exporting countries in the world, which signifies that they are the biggest consumers of bananas as well. Bananas account for a significant percentage of agricultural export revenues in low-economy countries such as Ecuador (30% in 2018) and 15% in Guatemala (FAO, 2020). Among the top ten banana-producing countries, Ecuador is the highest, exporting 64 million tons in 2022, whereas Honduras is the 10<sup>th</sup> largest exporter of bananas between 2018 and 2022 as shown in Figure 5.

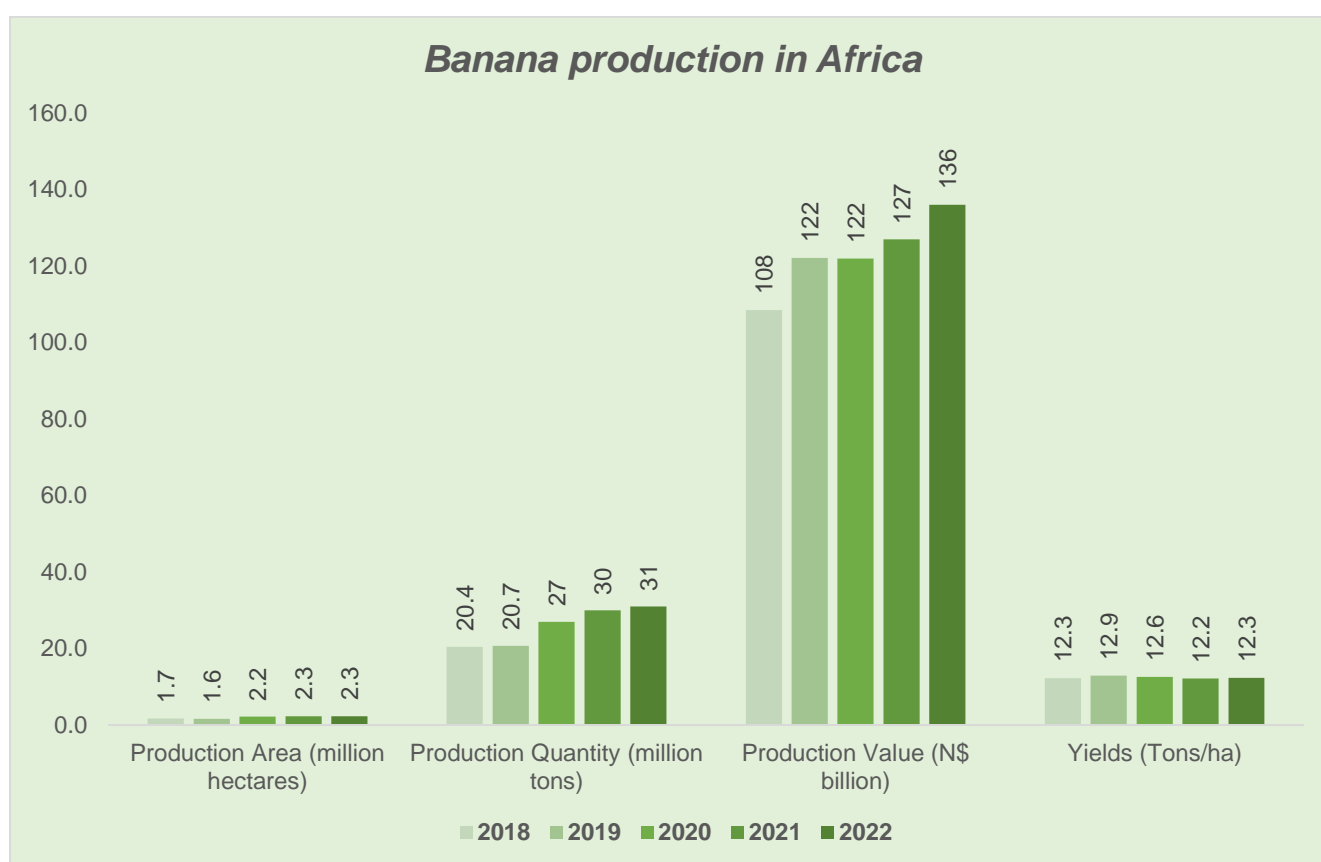


**Figure 5:** Top ten world banana exporting countries

Source: FAOSTAT (2022)

### 3. AFRICA PERSPECTIVE

**PRODUCTION:** As of 2022, banana production in Africa covered a total area of 2.3 million hectares, which has increased from 1.7 million hectares since 2018. About 31 million tons of bananas worth N\$ 136 billion were harvested in Africa during 2022, which is an increase from 20.4 million tons valued at N\$108 billion in 2018 (FAOSTATS, 2023; Figure 6). The average yields of bananas in Africa ranged between 12.2 and 12.9 tons/ha, of which, the highest average banana yields were obtained in 2019. The low average yields observed in Africa could be attributed to poor crop management practices and the impact of climate change (Braber et al., 2024; Nofal & Rezk, 2021).



**Figure 6: Banana production in Africa** Source: FAOSTAT (2023)

Among all African countries, Nigeria is the highest in terms of both the production area (540 thousand hectares) and tonnage (8019 thousand tons) as of 2022. Despite being the lowest in terms of production area among the top ten banana-producing African countries, Egypt attained the highest yields of 36 tons per hectare.

Among the top ten banana-producing countries in Africa, the Democratic Republic of Congo (DRC) is the lowest with 808 thousand tons having been harvested from 215 hectares during 2022. The low production of bananas in DRC is attributed to the low yield of 4 tons/ha.

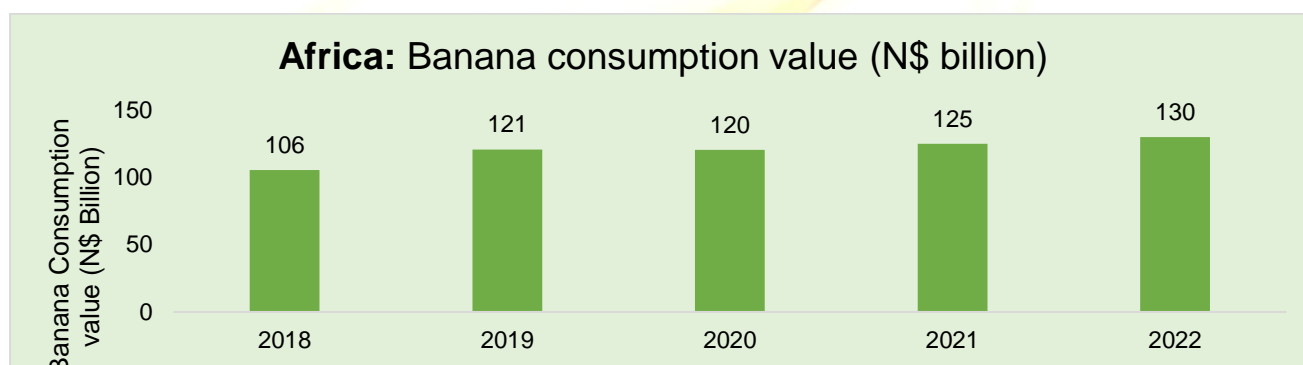


**Table 2:** Banana production in Africa by top ten leading countries

Country	2018			2019			2020			2021			2022		
	Production Area (1000 hectares)	Production tonnage (1000 tons)	Yields (tons/ha)	Production Area (1000 hectares)	Production tonnage (1000 tons)	Yields (tons/ha)	Production Area (1000 hectares)	Production tonnage (1000 tons)	Yields (tons/ha)	Production Area (1000 hectares)	Production tonnage (1000 tons)	Yields (tons/ha)	Production Area (1000 hectares)	Production tonnage (1000 tons)	Yields (tons/ha)
<b>Nigeria</b>				-			476	5,584	12	525	7,389	14	540	8,019	15
<b>Angola</b>	162	3,954	24	162	4,037	25	165	4,205	25	170	4,346	26	172	4,589	27
<b>Tanzania</b>	281	3,395	12	303	3,407	11	323	3,377	10	338	3,464	10	336	3,501	10
<b>Rwanda</b>	142	1,770	12	157	1,851	12	179	2,032	11	188	2,144	11	192	2,208	12
<b>Kenya</b>	73	1,414	19	77	1,716	22	72	1,857	26	72	1,985	28	72	1,902	26
<b>Burundi</b>	251	1,655	7	150	1,259	8	158	1,180	8	160	1,289	8	155	1,272	8
<b>Egypt</b>	29	1,293	44	30	1,330	44	31	1,347	43	31	1,185	38	34	1,214	36
<b>Ethiopia</b>	66	502	8	67	539	8	96	898	9	87	1,355	16	108	1,096	10
<b>Sudan</b>	47	913	19	47	919	20	47	924	20	48	934	19	53	947	18
<b>Cameroon</b>	64	1,017	16	64	1,017	16	60	948	16	58	911	16	62	878	14
<b>DRC</b>	214	803	4	214	805	4	215	806	4	215	807	4	215	808	4

Source: FAOSTAT (2023)

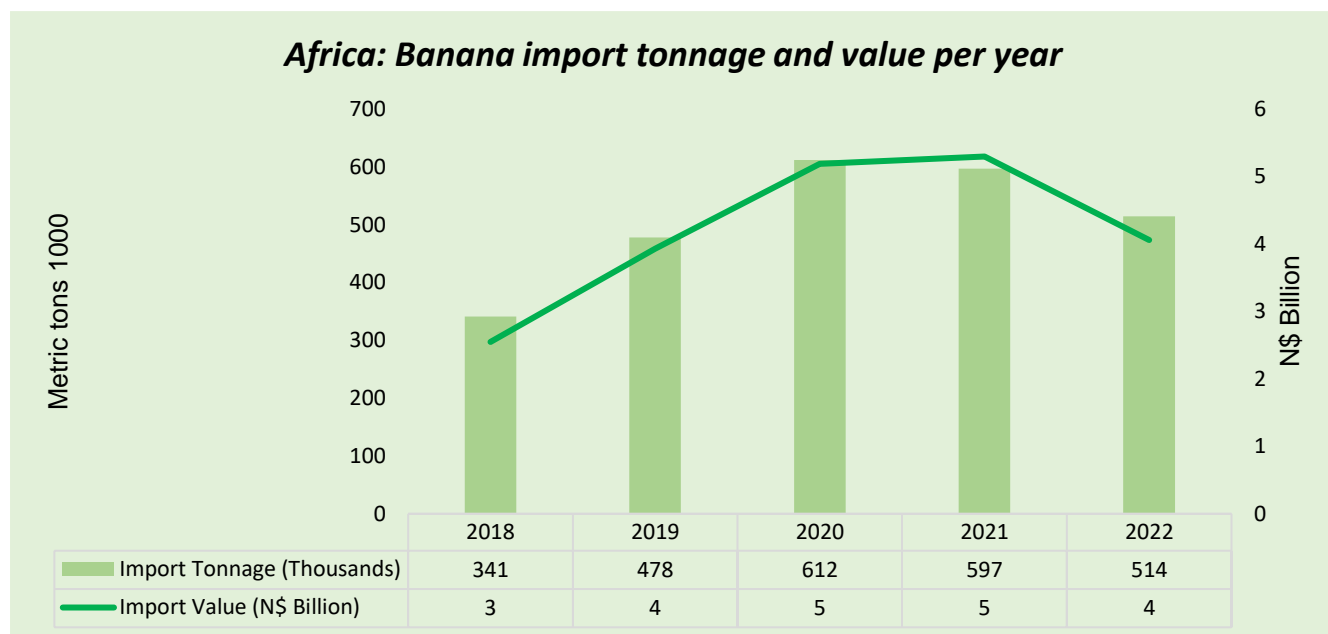
**CONSUMPTION:** Banana consumption should be equivalent to production minus the trade balance of a country or groups of countries. Whereas, the trade balance is equal to exports minus imports (ITC, 2024). As per calculations based on production values obtained from FAOSTATS (2023) and trade balances obtained from ITC (2023), Africa consumed the highest at N\$130 billion worth of bananas in 2022, which is an increase from (lowest in five years) a consumption value of N\$106 billion in 2018. Africa maintained a positive trade balance in fresh bananas over the past five years, which means that more bananas were produced than consumed in Africa.



**Figure 6:** Banana consumption value in Africa

Source: ITC (2024) and FAOSTATS (2023)

**IMPORTS:** As of 2022, Africa imported 514 thousand tons of bananas, at a total value of N\$4 billion (FAOSTATS, 2023). The highest (612 thousand tons worth N\$5 billion) importation of bananas occurred in 2020, which grew from 341 thousand tons worth N\$3 billion in 2018. Eventually, Africa managed to reduce the imports of bananas to 514 thousand tons worth of N\$4 billion in 2022 (See Figure 8).



**Figure 8:** Banana imports by Africa

**Source:** FAOSTATS, 2023. \*Conversion date: 04/12/2023

As of 2022, the highest banana-importing market in Africa is South Africa, in terms of quantity (209 thousand metric tons). However, Algeria is the highest in terms of the value of imported bananas (N\$ 1.12 billion as of 2022). Among the ten leading countries in relation to banana imports, Niger is the lowest, both in terms of tonnage (5 thousand metric tons) and value (N\$7 million).

**Table 3:** Banana import tonnage and value by ten leading countries in Africa

Country	2018		2019		2020		2021		2022	
	Import Tonnage (1000)	Import Value N\$ (Million)	Import Tonnage (1000)	Import Value N\$ (Million)	Import Tonnage (1000)	Import Value N\$ (Million)	Import Tonnage (1000)	Import Value N\$ (Million)	Import Tonnage (1000)	Import Value N\$ (Million)
South Africa	149	740	156	802	147	761	162	928	209	957
Algeria	60	638	207	2052	284	2687	202	2038	98	1118
Libya	9	95			27	235	63	603	79	789
Tunisia	53	544	46	524	68	711	82	886	47	547
Morocco	23	241	21	204	23	221	25	260	18	166
Mali	13	19	11	17	15	88	19	123	15	89
Botswana	4	66	7	102	8	112	9	143	11	147
Zambia	1	2	5	8	5	12	7	17	10	23
Senegal	0.02	0	0.1	1	19	149	8	66	8	57
Niger	1	2	0.1	0.2	0.3	0.3	1	2	5	7

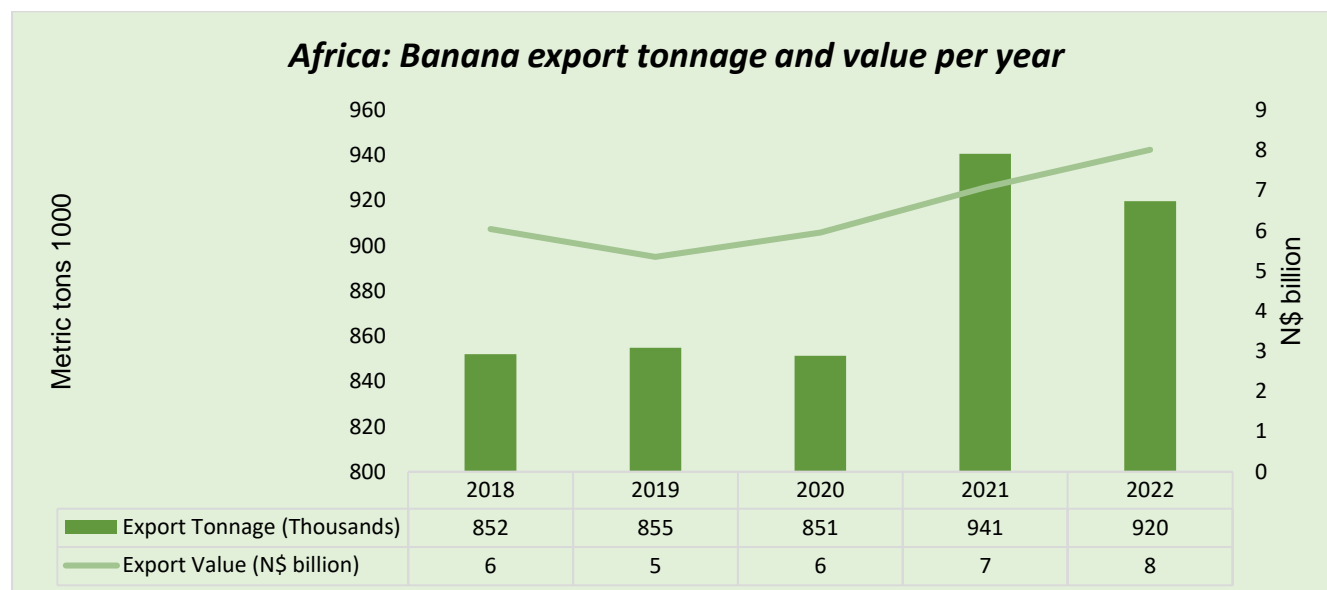
**Source:** FAOSTATS, 2023

\*Conversion date: 04/12/2023

**EXPORTS:** Africa as a whole exported a total of 920 thousand metric tons in 2022, generating N\$8 billion, and this is the highest quantity of bananas exported by Africa in the last five years (FAOSTATS, 2023). The highest export value (N\$941 billion) in the last five years was attained in 2021, which grew



by 10.6% from 2020 and which had the lowest export value (N\$851 billion) in the last five years, as presented in Figure 9. This indicates that Africa exports more bananas than it imports.



**Figure 9: Banana exports by Africa**

**Source: FAOSTAT (2023)**

*\*Conversion date: 04/12/2023*

As of 2022, the highest banana exporting country in Africa is Cote d'Ivoire, both in terms of quantity (381 thousand metric tons) and value (N\$3,151 million). However, Ethiopia (5,000 metric tons) is the lowest among the top ten exporters of bananas in Africa, whereas, in terms of export value, Tanzania is the lowest among the top ten most exporting countries of bananas in Africa. It seems that the largest banana producers in Africa produce for domestic consumption and markets, rather than for export markets. This is evidenced by Nigeria (largest banana producer in Africa) being none of the top ten banana exporters and Angola (2<sup>nd</sup> largest producer) being 7<sup>th</sup> in the list of the largest banana exporting countries.

**Table 4: Banana export tonnage and value by ten leading countries in Africa**

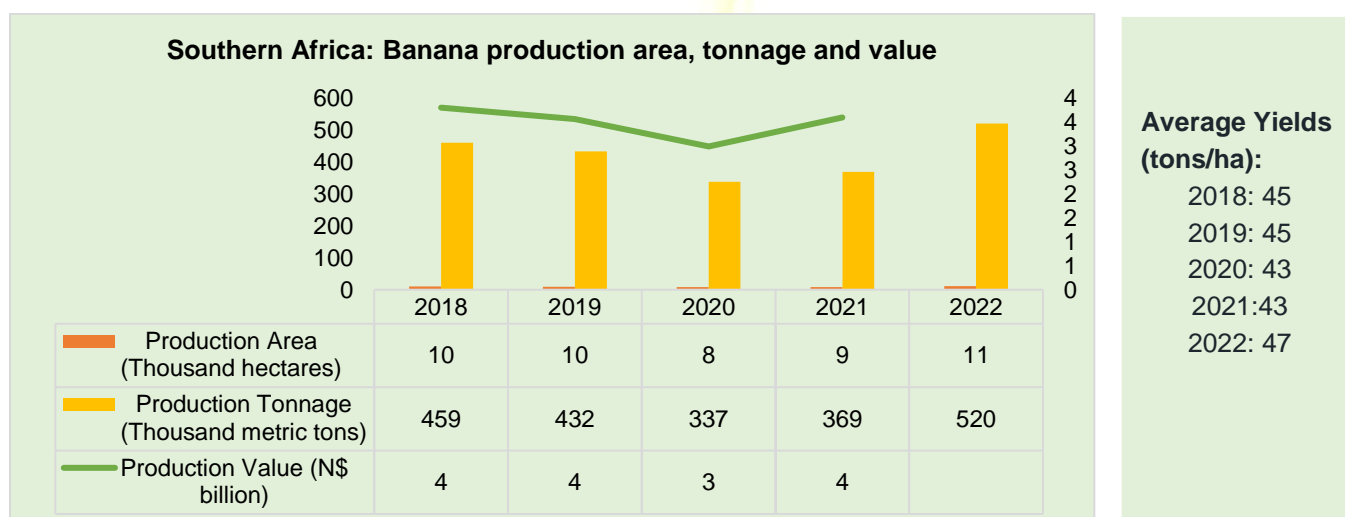
Country	2018		2019		2020		2021		2022	
	Export Tonnage (1000)	Export Value N\$ (Million)	Export Tonnage (1000)	Export Value N\$ (Million)	Export Tonnage (1000)	Export Value N\$ (Million)	Export Tonnage (1000)	Export Value N\$ (Million)	Export Tonnage (1000)	Export Value N\$ (Million)
Côte d'Ivoire	377	3257	411	3132	389	2967	406	3706	381	3151
Cameroon	217	1153	183	772	189	808	206	965	224	2724
Mozambique	117	419	96	440	134	614	182	771	165	778
Ghana	95	875	97	611	80	1263	85	1256	73	913
Eswatini	18	52	18	101	15	73	17	92	27	113
South Africa	11	107	12	101	10	117	10	124	13	124
Angola	4	42	6	23	10	39	9	55	12	111
Tanzania	9	44	9	8	10	14	7	7	10	10
Zimbabwe	4	14	7	20	9	29	10	32	7	14
Ethiopia	4	17	7	31	4	14	4	15	5	23

**Source: FAOSTATS, 2023**

*\*Conversion date: 04/12/2023*

## 4. SOUTHERN AFRICA PERSPECTIVE

**PRODUCTION:** Over the past five years, banana production in Southern Africa reached the highest quantity of 520 thousand tons from nearly 11 thousand hectares of land. Banana production was valued at around N\$4 billion in 2021 (FAOSTATS, 2023). Whereas, banana production in Southern Africa was at its lowest point when it declined to 337 thousand tons from about 8 thousand hectares, valued at about N\$3 billion in 2020. The average banana yield in Southern Africa reached a maximum of 47 tons per hectare in 2022, whereas during 2020 and 2021, about 43 tons per hectare was the lowest yield attained as far as the past five years are concerned (FAOSTATS, 2023; Figure 10). High average yields in the SADC are highly attributed to the performance of bananas in South Africa, which attained as high as 62 tons/ha. In addition to a favourable climate as compared to other Southern African countries, South Africa attained high yields due to the Williams cultivar choice, which is prolific, and this was aided by good crop management practices such as site selection, irrigation, fertilizations, and pest and disease control etc. (Agrimag, 2020).



**Figure 10:** Banana production in Southern Africa

**Source:** FAOSTATS (2023)

*\*Conversion date: 04/12/2023*

Although the United Republic of Tanzania is the highest in banana production area (335,714 hectares as of 2022), Angola is the leading banana producer in Southern Africa, producing the highest of 4,589 thousand tons of bananas during 2022 (FAOSTAT, 2023). This is due to efficiencies in banana production by Angola, attaining an average yield of 27 tons per hectare. However, South Africa (62 tons/ha) was the most efficient country in terms of banana yields per hectare in Southern Africa during 2020 and 2022. South Africa attained high efficiency in banana production due to cultivar selection (Williams) and best crop management practices such as site election, irrigation, pest and disease management, plant spacing etc. (Agrimag, 2020). Among the top ten leading banana producers in

Southern Africa, Mauritius is the lowest, both in terms of production area (1 thousand hectares) and production tonnage (10 thousand tons), whereas, the Democratic Republic of Congo (DRC) attained the lowest average yield of four tons per hectare (FAOSTATS, 2023). Details of production areas, tonnage and yields per hectare are provided in Tables 5, 6 and 7.

**Table 5: Production of bananas in selected countries in Southern Africa**

**Production area (Hectares)**

	2018	2019	2020	2021	2022
<b>Tanzania</b>	281,486	302,758	322,786	338,402	335,714
<b>Angola</b>	162,154	162,156	165,191	169,971	172,102
<b>DRC</b>	213,734	214,170	214,600	228,745	215,163
<b>Mozambique</b>	61,103	64,592	65,333	84,684	66,661
<b>Madagascar</b>	70,945	69,307	69,962	68,856	69,780
<b>Comoros</b>	13,161	13,559	13,956	14,368	14,626
<b>South Africa</b>	7,724	6,912	5,333	5,913	8,086
<b>Zimbabwe</b>	23,908	18,586	22,944	21,003	23,249
<b>Eswatini</b>	2,387	2,684	2,435	2,474	3,009
<b>Mauritius</b>	492	508	486	598	633
<b>Zambia</b>	163	158	162	156	160
<b>Seychelles</b>	97	97	97	98	98

**Table 6: Production quantity attained by selected countries in Southern Africa, in thousand tons**

**Production tonnage (Thousands, 1000)**

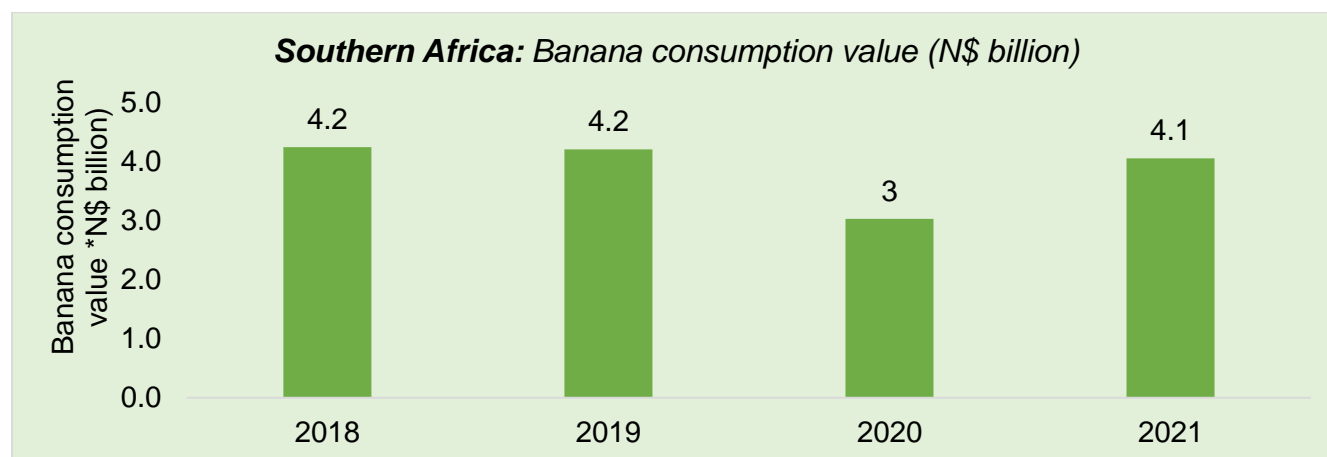
	2018	2019	2020	2021	2022
Angola	3,954	4,037	4,205	4,346	4,589
Tanzania	3,395	3,407	3,377	3,464	3,501
DRC	803	805	806	807	808
Mozambique	495	505	535	798	467
South Africa	445	416	323	364	502
Madagascar	393	387	389	382	388
Zimbabwe	180	146	186	172	197
Comoros	73	75	78	80	81
Eswatini	14	16	15	15	18
Mauritius	7	7	8	10	10
Zambia	1	1	1	1	1
Seychelles	2	2	2	2	2

**Table 7: Average yields (tons/ha) attained by selected countries in Southern Africa**

**Yields (Tons/ha)**

	2018	2019	2020	2021	2022
<i>Tanzania</i>	12	11	10	10	10
<i>Angola</i>	24	25	25	26	27
<i>DRC</i>	4	4	4	4	4
<i>Mozambique</i>	8	8	8	8	7
<i>Madagascar</i>	6	6	6	6	6
<i>South Africa</i>	58	60	61	62	62
<i>Comoros</i>	6	6	6	6	6
<i>Zimbabwe</i>	8	8	8	8	8
<i>Eswatini</i>	6	6	6	6	6
<i>Mauritius</i>	15	14	16	16	16
<i>Zambia</i>	4	4	4	4	4
<i>Seychelles</i>	21	21	21	20	20

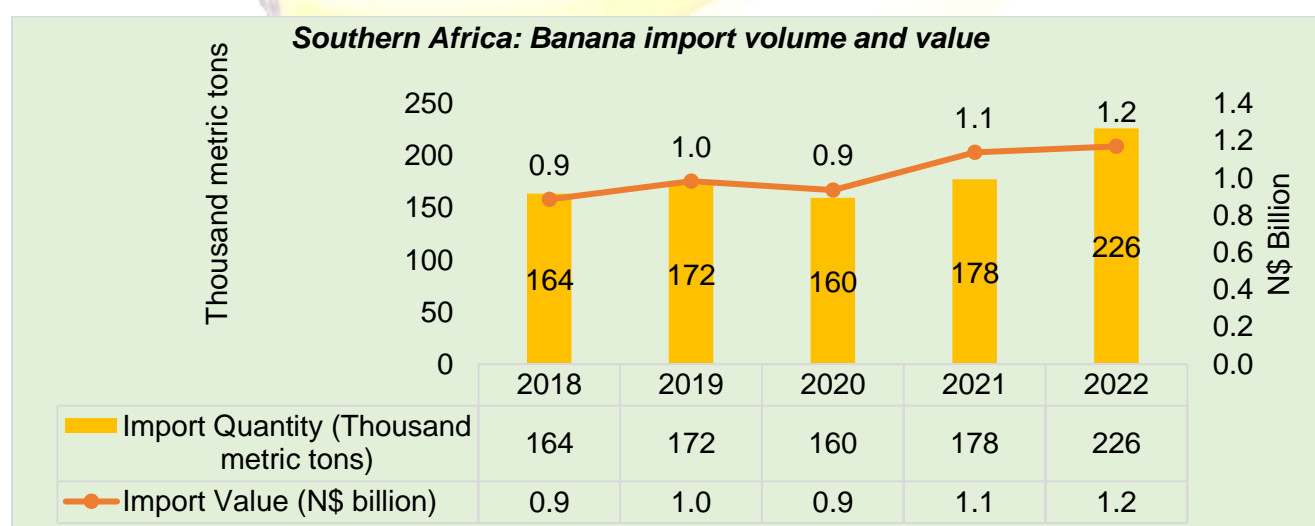
**CONSUMPTION:** Southern Africa has been a net importer of bananas between 2018 and 2022 (ITC, 2024), whereas, banana consumption in Southern Africa has not been constant over the past four years. The highest consumption value of bananas in Southern Africa stood at N\$4.2 billion in 2018 and 2019, whilst the lowest consumption value was in 2020. All countries in Southern Africa consume bananas as evidenced by high production, high import and low export statistics in this report.



**Figure 11:** Banana consumption value in Africa

**Source:** ITC (2024) and FAOSTATS (2023)

**IMPORTS:** The importation of bananas by the Southern African region has increased from 164 thousand metric tons in 2018 (N\$ 0.9 billion) to 226 metric tons (N\$1.2 billion) in 2022. In the past five years, the lowest imported banana tonnage, which is 160 thousand tons worth about N\$ 0.9 billion was experienced in 2020.



**Figure 12:** Banana import volume and value by Southern Africa region. Source: FAOSTAT (2023)

\*Conversion date: 04/12/2023

Nine (9) countries in Southern Africa are major banana importing markets, though at different intensities, including non-producing countries such as Namibia, Lesotho and Botswana (FAOSTATS, 2023). Table

8 below provides details of imported volumes, values and prices of bananas by major exporting countries in Southern Africa. South Africa is the highest banana importing country in Southern Africa, both in volume and value, whereas, Mozambique (volume) and the DRC (value) are the lowest banana importing countries among the top 10 importers of bananas in the Southern African region.

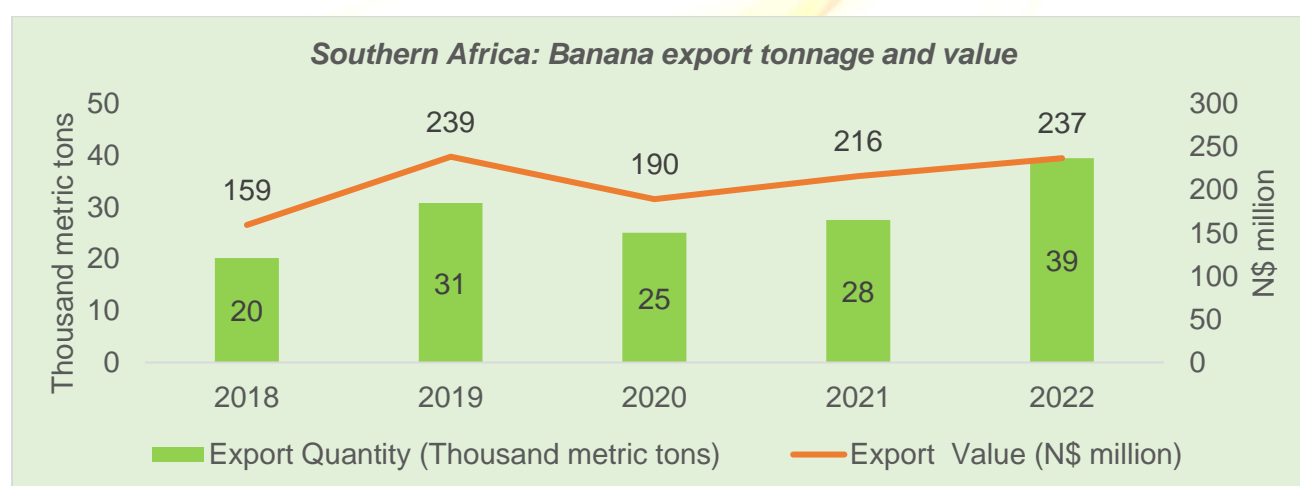
**Table 8: Importation of bananas by selected countries in Southern Africa**

Importing Country	Import Quantity (Tons)					Import Value (N\$ million)				
	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
South Africa	149,157	155,622	146,618	162,459	208,783	740	797	756	922	957
Botswana	4,109	6,966	7,935	8,713	11,413	66	102	111	142	147
Namibia	3076	3,057	2,267	3,379	2,364	56	54	46	51	44
Zambia	1,484	4,874	5,287	6,900	9,750	2	8	12	17	23
Lesotho	2,321	2,563	1,650	1,441	3,290	16	19	15	17	20
Eswatini	5,074	3698	1,262	1,371.00	465	8	6	2	4	3
Angola	0.13	1.96	525.9	542	1.4	0.02	0.2	2	2	0.1
DRC				406	24				2	0.1
Mozambique	10	18	15	3	11	0.3	0.3	0.3	0.3	0.2

**Source:** FAOSTAT (2025)

\*Conversion date: 04/12/2023

**EXPORTS:** The export of bananas by the Southern African region has increased from the lowest quantity of 20 metric tons in 2018 (N\$159 million) to the highest quantity of 39 metric tons (N\$237 million) in 2022. During the past five years, a decline in exported bananas by tonnage was only experienced in 2019, when it declined from 31 metric tons in 2019 to 25 metric tons in 2020 and this could be associated with the effects of the COVID-19 pandemic.



**Figure 13: Banana export volume and value by the Southern African region**

**Source:** FAOSTAT (2023)

\*Conversion date: 04/12/2023

Eight (8) out of 14 countries in Southern Africa exported significant volumes of bananas from 2018 to 2022. All across the years between 2018 and 2022, Mozambique was the leading exporter of bananas

among Southern African countries, whereas, Madagascar is the least exporting country in terms of volume and value, whilst, Seychelles only exported in 2021 and 2022 (FAOSTATS, 2022).

**Table 9: Exports of bananas by selected countries in SADC**

Exporting Country	Export Quantity (Tons)					Export Value (N\$ million)				
	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Mozambique	117,269	96,031	133,832	181,719	164,755	419	437	610	766	778
Eswatini	8,920	18,362	15,066	17,366	26,888	52	100	72	92	113
South Africa	11,258	12,463	9,982	10,183	12,571	107	137	116	123	124
Tanzania	9,140	9,191	9,664	7,135	9,851	44	8	14	7	10
Zimbabwe	3,704	7,258	9,158	9,509	7,092	14	20	29	32	14
Seychelles				6,883	470				41	3
Angola	3820	5,799	9,572	9,425	11,787	42	23	38	54	111
Madagascar	62	94	67	5	2.21		1.2	0.52	0.19	0.1

**Source:** FAOSTAT (2023)

\*Conversion date: 04/12/2023

## 5. DOMESTIC PERSPECTIVE (NAMIBIA)

**Import and Consumption:** Bananas that Namibia consumes are all imported. There were no significant production volumes of bananas in Namibia as of 2022/2023 (NAB,2023). Insignificant banana fruits are produced at a very small scale and they are sold to informal markets, hence it is difficult to put on a formal market record. South Africa accounted for about 99% of bananas imported into Namibia during each year, except in 2020 (Covid-19 period) when Angola supplied at least nearly 7% of bananas imported into Namibia. Besides South Africa and Angola, a few countries that sporadically exported bananas to Namibia include, Mozambique, Botswana (re-exports), Andorra, Ecuador and Zimbabwe (See Table 10).

**Table 10: Percentage share of countries from where Namibia imported bananas**

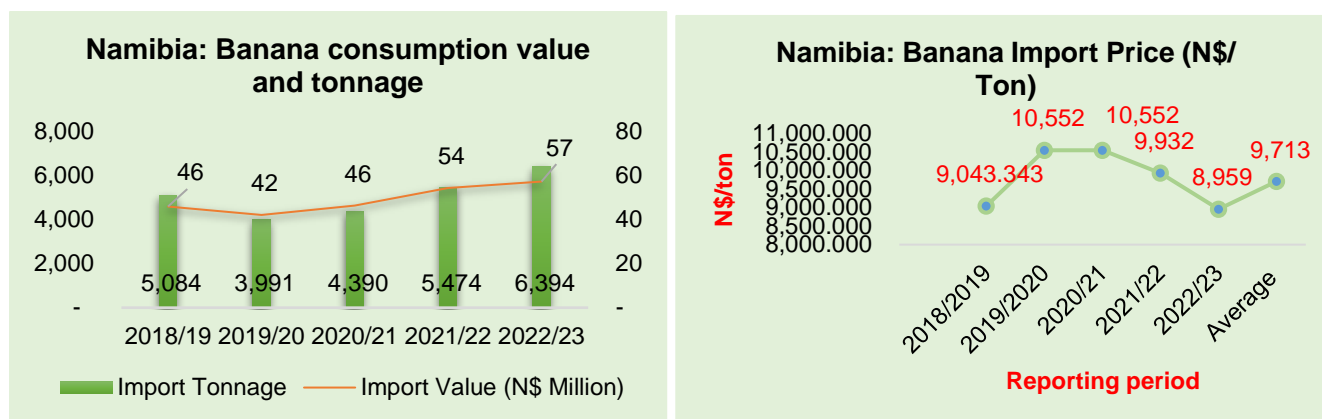
Supplying Country	2018	2019	2020	2021	2022
South Africa	99.91%	99.33%	92.51%	99.12%	99%
Angola	0.00%	0.66%	6.63%	0.88%	0.6%
Mozambique	0.00%	0.00%	0.00%	0.00%	0.1%
Botswana	0.04%	0.02%	0.00%	0.00%	0.00%
Andorra	0.05%	0.00%	0.00%	0.00%	0.00%
Ecuador	0.00%	0.00%	0.43%	0.00%	0.00%
Zimbabwe	0.00%	0.00%	0.43%	0.00%	0.00%
<b>Total %</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Source:** ITC (2023)

Figure 14 presents that Namibia consumes about 5,067 tons of fresh bananas per year on average, valued at an average total annual value of N\$49 million (NAB, 2023). The consumption of banana fruits has been on the increase over the past four years, rising from 5,084 tons during 2018/2019 to 6,394 tons during the 2022/23 reporting period. On the one hand, Namibia does not **export** bananas, owing to the absence of domestic production. The import price of bananas into Namibia has not been constant



in most years, with the highest and the only constant import price of N\$10,552/ton having been incurred between 2018/2019 and 2022/2023, whereas the lowest import price was incurred in 2022/23 at N\$ 8,959/ton.



**Figure 14:** Consumption of bananas by Namibia in the past 3 years. **Source:** NAB (2023)

## 6. KEY POTENTIALS TO UNLOCK THE BANANA DOMESTIC MARKET OPPORTUNITY

Given the favourable climate and soil conditions in some parts of Namibia such as the Karst, North Central, Kavango and Zambezi production zones, Namibia has the potential to grow bananas to gain an import substitution share from 5,067 average tons of bananas imported per year, which generates an average of N\$49 million per year. Citing the plant population of 2,222 plants per hectare and a yield of about 88.9 tons/ha (AVAGRO, 2023), Namibia could plant more than 57 hectares of bananas to meet the domestic market demand. Proper cropping practices and planting of improved cultivars should be ensured to attain high yields as opposed to the global average yields of 23 tons/ha.

Based on the global average banana yields of 23 tons/ha, Namibia needs to plant 220 hectares of bananas, otherwise self-sufficiency in bananas would not be achieved. Therefore, Namibia should benchmark with South Africa, where the average banana yields stand at 62 tons/ha. Another opportunity is to conduct field trials on several banana varieties that can be suitable to the Namibian soil and climatic conditions so as to boost production and improve accessibility to banana planting materials.

With the Market Share Promotion (MSP) scheme protection and Grow at Home Strategy policies in place, access to the formal domestic market is made easier. Moreover, through ensuring international standards compliance, Namibia could also plant extra hectares of bananas aimed at tapping in potentially large export markets such as the United States of America, Germany, the Russian Federation, the Netherlands, China, etc. On another note, taking advantage of international cooperation platforms such as AGOA (African Growth and Opportunities Act), PTA (Preferential Trade Agreements) etc., is critical



(FAO, 2016), and this may pave the way for Namibia to penetrate lucrative export markets, should domestic production materialise.

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**PUBLISHED BY:**

**Namibian Agronomic Board**

**Agronomy and Horticulture Development Division**

**Research and Policy Subdivision**

Address: P.O. Box 5096, Windhoek

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