

Required Report: Required - Public Distribution

Date: January 04, 2024

Report Number: SG2023-0014

Report Name: Exporter Guide

Country: Senegal

Post: Dakar

Report Category: Exporter Guide

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Report Highlights:

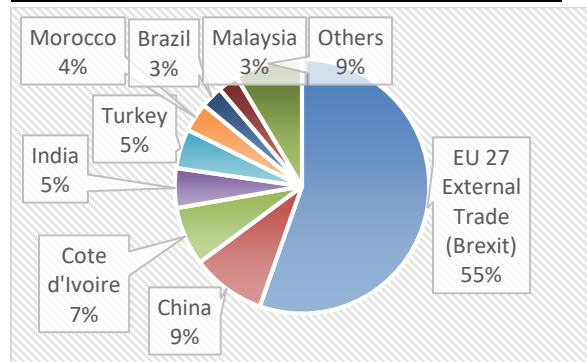
Senegal will begin oil and gas production in 2024 which is expected to be a major factor in strong economic growth going forward. Increased purchasing power, in combination with population growth, increasing urbanization, and an expanding middle-and-upper class, should provide new opportunities for U.S. suppliers to enter the market. Though the U.S. market share for imported foods and beverages in Senegal is less than one percent, there is long-term market potential for U.S. suppliers of consumer-oriented products and feed ingredients.

Market Fact Sheet: Senegal

Executive Summary: In 2022, The United States captured less than one percent of market share for food and agricultural product imports from foreign suppliers: totaling \$8.5 million of food and agricultural products including \$4.6 million in consumer-oriented foods.

Imports of Agricultural Products: In 2022, Senegal's imports of food and agricultural products were valued at nearly \$2.7 billion, with \$1.2 billion in consumer-oriented products. The EU-27 accounted for 55 percent of consumer-oriented food imports.

Top Suppliers of Consumer-Oriented Foods



Source: Trade Data Monitor LLC, CY2022

Hotel, Restaurant, and Institution Sector:

The growing Senegalese middle-and-upper class now constitutes the bulk of patrons at higher-end establishments, representing 50 to 70 percent of regular clientele. Although a small percentage of the overall population, these consumers are willing to pay a premium for higher quality, more expensive foods.

Food Retail Industry: Modern retail stores are expanding in Senegal. These outlets sell locally produced food, as well as imported food from Europe, Asia, South Africa, Morocco, and neighboring ECOWAS countries. Most of these stores are in Dakar, and their main customers are middle- and upper-class Senegalese consumers and expatriates.

Quick Facts

Population: 17,316,449 (World Bank)
GDP Growth Rate: 4.02% (World Bank)
GDP/Capita: \$1,465
Inflation Rate: 9.7%

Top 10 U.S. Consumer-Oriented Prospects

- 1- Snack Foods
- 2- Non-Alcoholic Bev. (ex. juices, coffee, tea)
- 3- Condiments & Sauces
- 4- Bakery Goods, Cereals, & Pasta
- 5- Spices
- 6- Processed Poultry Products
- 7- Processed Beef Products
- 8- Dairy Products
- 9- Processed Fruit & Vegetables
- 10- Beef Cuts

2022 Consumer-Oriented Imports: \$1.2 billion
 2022 Consumer-Oriented Exports: \$601 million

Top Five Senegalese Food Manufacturers PATISEN, GMD, NMA, SENICO, NESTLE

Modern Retail Stores	Hotels and Restaurants
Casino, Auchan, Carrefour, Super U, Hypermarket Exclusive, EDK Oil	Pullman Dakar, Teranga Hotel, King Fahd Hotel, Radisson Blu Hotel, Terrou;-Bi, Novotel, Club Med, Marina Bay, Group Fourchette Restaurants

Strengths	Weaknesses
Senegalese food manufacturing companies' perception of U.S. food ingredients is very positive.	Retailers and processors have long-standing relationships with other non-U.S. suppliers
Opportunities	Threats
GDP growth is leading to increased consumer purchasing power and Imported products are viewed as higher quality than local products.	Although the regional market is growing, it is price-sensitive and less expensive ingredients from other origins may be more competitive.

Data and Information Sources: World Bank, Trade Data Monitor LLC., Ministry of Economy & Finance, FAS Dakar research

SECTION I. DETAILED MARKET OVERVIEW

According to the World Bank Africa's Pulse report, the Senegalese economy is forecast to grow by 8 percent in 2023 before reaching a growth rate of nearly 10 percent in 2024 with the commencement of oil and gas production. This strong growth forecast follows immediate post-pandemic growth that fell below expectations due to a myriad of factors: food supply disruptions and price increases following the conflict in Ukraine; a decline in private investment and exports; and contraction in industrial production, according to the International Monetary Fund (IMF). Thus, estimates for real gross domestic production (GDP) growth in 2022 fell to 4.2 percent from 6.5 percent in 2021. According to the African Development Bank (AfDB), real export growth declined from 22.6 percent in 2021 to 8.1 percent in 2022 due to an unfavorable agricultural season, lower external demand, and sanctions against Mali – the leading customer for Senegalese exports – by the Economic Community of West African States (ECOWAS). Inflation has also soared and hit a multi-decade high of 9.7 percent in 2022, driven largely by the surge in food prices, which account for almost half of the consumer price index (CPI) basket in Senegal. Inflation is projected to fall to around five percent by year-end but could potentially increase again if commodity prices remain high.

Table 1– Senegal Key Trade & Demographic Data

Year	2018	2019	2020	2021	2022
Real GDP growth (annual percent change)	6.2	4.6	1.3	6.5	4.02
Inflation rate (percent)	0.46	1.76	2.54	2.18	9.70
Global Agricultural Exports to Senegal (USD billions)	\$1.79	\$ 1.66	\$ 1.95	\$2.90	\$2.70
Global Consumer-Oriented Agricultural Exports to Senegal (USD millions)	\$740	\$770	\$906	\$1,100	\$1,200
Total Population (millions)	15.90	16.29	16.74	17.19	17.31
Urban Population (millions)	7.5	7.6	8.0	8.3	9.1
GDP per capita (constant 2010 USD)	\$1,547	\$1,584	\$1,488	\$1,607	\$1,770
Unemployment Total (percent of Total Labor Force), modeled ILO estimate	6.53	6.47	7.10	3.70	3.40

Source: World Bank, World Data, FAS Dakar

The agricultural sector employs nearly 60 percent of the Senegalese labor force. The sector includes farming, livestock husbandry, fishing, and forestry. Agriculture value added percentage of GDP was reported at nearly 16 percent in 2022, according to the World Bank. However, agriculture sector growth decelerated from 0.6 percent in 2021 to 0.3 percent in 2022, mainly due to higher input costs and poor performance in peanuts production affected by heavy rains and cotton production affected by parasite infestations. Along with unsustainable farming practices and overexploitation, Senegal's agricultural sector remains vulnerable to climatic hazards which cause land degradation and desertification, impacts yields, and leads to frequent harvest losses.

Senegal is far from self-sufficient in agricultural production and imports approximately 70 percent of its food and agricultural needs. Recent trends of population growth, rapid urbanization, increased food demand, and changing eating habits are expected to continue in the years ahead.

For 2022, global exports of food and agricultural products to Senegal totaled \$2.7 billion, mostly from the EU-27 and India. The major products imported were broken rice (\$445 million), durum wheat (\$207 million), malt extract (\$200 million), corn (\$152 million), and palm oil (\$101 million). The United States exported nearly \$8.5 million of agricultural products to Senegal in 2022, holding less than one percent of the market share. Senegal imported \$1.2 billion in consumer-oriented foods, mainly from EU-27, while the United States accounted for just under \$4 million. The top exports of U.S food products include food preparations (\$2.5 million), condiments and sauces (\$707,000), processed vegetables (\$370,000); sugar and sweeteners (\$835,000); and rice (\$397,000).

1.1 Population and Key Demographic Trends

Senegal has a population of just over 17 million people and is a youthful country. According to the United Nations and World Factbook, about 41 percent of the total population is below 15 years old, and 77 percent of the population is below the age of 35. Only three percent of Senegalese are over the age of 65. The median age is 19.4 years. Nearly half of the population is urban.

1.2 Size of Economy, Purchasing Power, and Consumer Behavior

While the pandemic, rising food and energy prices, and trade disruptions due to the war in Ukraine have had a significant impact on the country's economy, the outlook going forward is favorable as economic activity is projected to be strong, reflecting the dynamism in the secondary sector, mainly industrial production. In the short term, the impact of the war in Ukraine will continue to be felt on staple food prices, although mitigated by lower prices for domestically produced commodities.¹

As for purchasing power and consumer behavior, Senegalese people view imported products as high-quality, but the average Senegalese consumer has very limited financial resources. Nevertheless, there is a growing middle-and-upper class which can afford to purchase imported products. Euromonitor International identifies Senegal as one of the twenty “markets of the future” and the growth of this middle-and-upper class has led to the development of supermarket chains representing a market access opportunity for U.S. exporters. Despite this export potential, mainly the capital city, there are disparities in terms of purchasing power between the population in Dakar and other regions of Senegal.

1.3 Overall Business Climate

Relative to neighboring West African countries, Senegal’s business environment is favorable and improving with many innovations, such as a “single window” system to provide services to companies, opening new service centers across the country, the harmonization of more than 60 Government of Senegal (GoS) websites, and digitizing dozens of government services and

¹ The World Bank, [Senegal Economic Update 2023: Addressing the needs of vulnerable groups for national development](#)

payment. These innovations propelled Senegal among the 10 best reformers in the world according to the “Doing Business” ranking established by the World Bank and its partners. However, U.S. companies are still not prominently present in the market for several reasons:

- Senegalese importers have strong and long-lasting trade relationships with European, South American, Asian and other African exporters.
- The issues of cost competitiveness and comparatively high freight rates from competing origins in South America and Europe.
- European and South American exporters have established competitive advantages by adapting to Senegalese market needs, such as flexibility to send smaller consignments and advantageous terms of payment.
- U.S. exporters lack information or exposure to Senegalese market opportunities.

1.4 Recent Food Trends

Almost all goods entering Senegal transit through the Port of Dakar and are distributed mainly by truck to interior areas and the neighboring markets, such as landlocked country of Mali. Most of the goods are distributed in the capital city which serves as Senegal’s hub for most economic activity. According to International Trade Administration, Dakar contains the largest consumer market with 90 percent of its manufacturing base and nearly 3.4 million inhabitants (nearly 20 percent of the country’s population).

Besides staple foods, Senegalese are increasingly fond of chicken as a protein source, especially given the declining availability of fresh seafood. According to the Food and Agricultural Organization (FAO), poultry slaughters have more than tripled over the last fifteen years. However, poultry production is still falling below consumption demand and there are times throughout the year – in particular during holidays – when retailers and food service providers are unable to stock or serve chicken. With a ban on all imports of uncooked poultry meat since 2005, local production will need to expand to meet the growing demand. As Senegal does not have the land and water resources to produce sufficient volumes of feed, producers and millers are import dependent for feed ingredients. Heat-treated poultry products are eligible for entry.

Local retailers that specialize in carrying U.S. products report strong demand for snack foods and beverages. They recognize that many consumers seek American branded goods and associate them with quality and safety. These importers currently occupy a niche space in the Senegalese market but are continuing to grow their footprint.

With these trends, there long-term market potential in consumer-oriented foods as well as feed ingredients for the Senegalese livestock and poultry sectors. Post contacts in the food retail sector show interest in fast moving U.S. consumer goods including snack foods, average-quality U.S. meat, canned pulses, condiments and sauces, and beverages such as whey formulas as part of their expansion.

1.5 Opportunities and Challenges Facing U.S. Exporters (Table 2)

Advantages	Challenges
Strategic coastal location making Senegal close to European and North American markets and a gateway for landlocked countries in West Africa, like Mali.	U.S. exporters see the Senegalese market as too small and price sensitive.
Off-shore oil and gas discoveries could lead to economic growth.	The model for consolidating U.S. products is unfamiliar to consumer-oriented buyers who prefer the ease of the European model.
Senegalese consumer perception of the quality of U.S. food products is very positive.	European and South American exporters have established competitive advantages, such as flexibility to send smaller consignments and advantageous terms of payment.
Senegal’s infrastructure is among the best in West Africa, with one of the region’s most active maritime ports. Senegal also recently constructed a major international airport, and a new port is under construction.	Senegal port fees are higher than neighboring African countries. Senegal also may impose additional taxes for certain food products.
Opportunities exist for U.S. food products targeting niche markets, such as high value foods in the hotel, restaurant, and institutional (HRI) sector.	Lack of modern cold chain operations, including reliable electricity, for perishable food products creates challenges for transportation outside Dakar.

Source: World Bank and FAS Analysis

SECTION II: EXPORTER BUSINESS TIPS

Although Senegalese consumers’ purchasing habits are becoming increasingly like those in developed economies, there are still many considerations to be aware of when trying to market U.S. food products in Senegal. U.S. suppliers should determine whether their product has market access and then consider the pricing relative to Senegalese incomes. As a rule of thumb, a product is likely to be at least two to three times more costly than the U.S. freight on board (FOB) prices after it reaches the retail shelf. Exporters interested in entering the market should prepare to start small, meet special labeling requirements, ship mixed or partial containers, and will need to be persistent and patient to grow their business. For more information, please read our [GAIN report](#).

A visit to Senegal to gain a first-hand feel of the market, particularly the food manufacturing sector as well as the modern retail and HRI sectors, is important to determine if product has market potential. The supply of imported goods in Senegal can be erratic and good market data may not exist, which may make it difficult to understand market trends. After conducting market research, if an exporter is still interested in the Senegalese market the next step is to locate a reliable importer/distributor. Agents should have extensive knowledge of government regulations and institutions involved in trade, as several government bodies may have a role in regulating certain foods or agricultural products.

Consider the following before selecting an importer/distributor:

- Do they have a strong distribution network and how is it structured? Who are their customers? Do they sell to modern retail establishments, hotels, or restaurants?
- What are their capabilities? Do they have experience handling perishable or value-added foods?
- Reputable agents with extensive experience in the market can also provide some certainty that they are interested in developing a long-term business relationship.
- Business relationships may start small before growing, with just a few pallets or cases of a product.
- Working through a consolidator may help to meet country specific labeling requirements.

Good French language skills may be needed to establish strong business relationships. Ensuring payment is another important consideration when establishing a relationship with an importer. Until a successful working relationship is established, exporters may wish to consider vehicles such as an irrevocable letter of credit. USDA does not have the authority or expertise to mediate contractual disputes or serve as a collection agent when differences over payment arise. For firms that qualify, the Export-Import Bank of the United States provides exporter insurance.

West African Economic and Monetary Union (WAEMU) regulations note that transactions for imported products worth over ten million CFA (approximately \$16,700) must be domiciled in a licensed intermediary bank—a bank licensed by a WAEMU country’s Minister of Finance. This means that importers/buyers who import food and agricultural products worth over approximately \$16,700 into WAEMU member states (such as Senegal) are required to use licensed banks in WAEMU to facilitate payment to exporters. A ‘Foreign Exchange Transaction Form’ must be approved by a licensed intermediary bank in WAEMU before a payment can be made. For more information or details on exceptions, please review the [WAEMU regulation](#).

2.1 Market Research

Senegal is ranked 123 among 190 economies in the ease of doing business, according to the latest World Bank annual ratings. Below is a selection of online resources to help navigate the business environment in Senegal.

- The [Senegal Country Commercial Guide](#) discusses key economic indicators and trade statistics, which countries are dominant in the market, and other issues that affect trade. The Customs, Regulations & Standards chapter includes the barriers (tariff and non-tariff) that U.S. companies face when exporting to Senegal.
- The Institute of Chartered Accountants in England and Wales’s (ICAEW) “[Doing business in Senegal](#)”, (a selection of articles, books and online resources to learn more about doing business in Senegal).
- World Bank’s 2020 [Doing Business in Senegal](#).
- [2022 Investment Climate Statements: Senegal](#)

2.2 Local Business Customs and Trends

French is the official language, but Wolof is the local dialect that is ubiquitous in everyday commerce. Most business and banks are open with regular hours on weekdays, though many will

close midday for lunch. Some businesses close early for Friday prayers. The monetary unit of Senegal is Franc CFA. In 2022, the average annual exchange rate for Senegal was 623.64 CFA to one U.S. dollar².

For professional purposes, Senegalese in Dakar dress formally, and in most meetings business attire (suit and tie or dress) is appropriate. Women may wear professional business attire (like what one would see in a U.S. office) or traditional Senegalese outfits known as *bubus*. Business casual for men is a collared shirt with slacks and for women is dresses, skirts, or full pants and a shirt with sleeves. Business casual attire is appropriate for all events outside Dakar and are occasionally held outdoors.

2.3 General Consumer Tastes and Trends

In Senegal, rice, millet, sorghum, and maize constitute the staple food of households. Imported rice is consumed daily by most households. Peanuts are both an important source of protein and commonly a cash crop. Fish is the most dominant animal protein source and accounts for up to 40 percent of total intake of animal protein. However, meats have experienced tremendous consumption growth in recent years, due to a rise in the number of restaurants, fast-food businesses, and roasted meat shops called “Dibiterie” in urban centers. Street food has become a fundamental segment of the food ecosystem. Meat is an integral part of the traditional dishes and culinary habits, eaten at least once a week, especially on weekends by most households at lunch or dinner. Poultry is also largely produced and consumed in Senegal.

SECTION III: IMPORT FOOD STANDARDS & REGULATION/IMPORT PROCEDURES

3.1 Customs Clearance

All imported/exported goods must be covered by a customs declaration to proceed to the necessary verification and, if required, apply the duties and taxes for clearance. Senegalese Customs “les douanes sénégalaises” clears all traded goods at the Port of Dakar, the Blaise Diagne International Airport, and road borders and uses an online system called Gaïndé³ for all customs operations. According to the Investment Climate Facility for Africa, customs clearance in Senegal generally takes one day. At the Port of Dakar, imports are generally transported from the port facility in two days; and efficiencies have been introduced to lessen the average truck turnaround time. For more information about customs clearance, read [here](#).

3.2 Documents Generally Required by Senegalese Authorities for Imported Food

In general, documents required for the import clearance process include a) two copies of the commercial invoices and /or a Pro Forma Invoice; b) a certificate of origin; c) a certificate of verification issued by the Customs (if applicable); d) a bill of lading; e) if applicable, an export certificate (e.g., health, phytosanitary etc.); and f) an Import Declaration for Food Products. Cotecna/Modelsis Group contract with the government of Senegal came to an end on December

² <https://www.exchangerates.org.uk/USD-XOF-spot-exchange-rates-history-2022.html>

³ GAINDE 2000 is a leading-edge digital services provider established in 2002, with the mandate to develop and operate the Senegal National Single Window for facilitating international trade formalities. GAINDE 2000 has pioneered Africa Single Window initiatives aimed at creating paperless trade environment, Customs Management Systems and Port Community System to facilitate and streamline international trade processes for the import/export and logistics formalities. Please visit www.gainde2000.com for more information.

31, 2020. However, the new procedure for imports remains subject to the production of a dematerialized pre-import declaration commonly known as DPI. The DPI is required for any imported goods with a freight on board (FOB) value greater than or equal to one million CFA francs (nearly \$1,600, \$1=623.64⁴ CFA francs), or for any customized container, regardless of the FOB value. Additionally, for any import of goods subject to direct debit, the DPI must bear the domiciliary bank stamped approval. As a transitional measure, all goods imported under the Program Verification of Imports (PVI) with DPI, with or without a Certificate of verification (AV), must be filed with valid documents. For details on import procedures and requirements for specific products, please refer to the latest [Food and Agricultural Import Regulations and Standards report](#). For a listing of necessary export certificates, please refer to the latest [FAIRS Export Certificate report](#).

3.3 Labelling Requirements

Senegal's labeling requirements are specified under ASN NS-03-068; this standard is based on the Codex General Standard for Labeling of Prepackaged Foods (Codex Stan 1-1985-Rev.1-1991). ASN NS-03-068 applies to all prepackaged foods for wholesale, retail, and catering purposes unless otherwise noted by Codex Alimentarius. These products must be labelled in French. Certain food products do not have any mandatory labeling requirements. In order to better understand all labelling requirements, please refer to the latest the latest [Food and Agricultural Import Regulations and Standards report](#).

3.4 Tariffs, Other Duties, and FTAs

Senegal is a member of the WAEMU as well as the Economic Community of West African States (ECOWAS). Through these organizations, Senegal has adopted broad economic, import, customs, tariffs, and export regulations. Please refer to the [WTO Trade Policy Review](#) of the West African Economic and Monetary Union and its [Annex 7](#), specifically on Senegalese policies in Part 8 of the Trade Policy Review Document. The [Senegalese Customs website](#) also includes pertinent information for importing and exporting. The U.S. Department of Commerce also publishes a country [commercial guide](#) describing bilateral and multilateral trade agreements that Senegal is party to, including with the United States.

Senegal applies five tariff bands at 0, 5, 10, 20, and 35 percent. Most food and agricultural product imports fall within the 5th band (35 percent), including:

- fresh, chilled, or frozen ovine, bovine, porcine, and poultry (please read section 2.3 for more information on the poultry ban) meat including offal, poultry eggs, sausages, and other similar meat products, or other foods manufactured with these meat and meat products,
- refined peanut, palm, sunflower, and coconut oil, cocoa powder, chocolate, and other food preparations,
- biscuits, waffles, wafers, rusks, toasted bread, and similar products,
- and yogurt, chewing gum, potatoes, onions and shallots, prepared tomatoes, ketchup, tomato sauces.

Commodities not originating from ECOWAS countries are subject to several additional duties including a) a Statistical Charge (RS) duty of one percent; b) a Community Solidarity Levy

⁴ The average

(PCS) of the WAEMU of one percent; c) an ECOWAS Community Levy of 0.5 percent; and d) a Senegalese Loaders' Council (COSEC) duty of 0.4 percent. Senegal also levies a special import tax (TCI) on sugar and wheat flour from third countries, 10 per cent of the trigger price or by equalization. A simplified and harmonized value-added tax (VAT) regime is applied to most food and agricultural products at 18 percent. VAT exemptions are available for unprocessed and staple food products, such as rice and wheat, which are subject to a special tax regime. Excise duties are imposed on alcoholic and non-alcoholic beverages (excluding water) in ECOWAS countries. In Senegal, excise duties are levied on alcoholic beverages (40 percent) and aerated beverages (3 percent). For more information about the TCI, special tax regimes or excise duties, please check the [World Trade Organization report](#).

3.5 Trademarks and Patents

In Senegal, the government body responsible for managing intellectual property rights is the Ministry of Industries and Mines through the Industrial Property and Technology Service. Trademarks, industrial designs, and patents are regulated by national legislations that reference the Banjul Agreement on Trademarks, Patents, and Industrial Designs of 1997 (revised in 1999).

SECTION IV: MARKET SECTOR STRUCTURE AND TRENDS

4.1 Food Retail

The modern food retail sector in Senegal has become increasingly competitive over recent years. Distribution occurs both by modern and traditional systems. Lebanese, Turkish, and Chinese merchants play an important role in the import-export business, along with local traders specializing in wholesale and retail distribution of consumer goods⁵. The sector is currently dominated by hypermarkets and conventional supermarkets – most of them from foreign brands such as Hypermarket Exclusive, Auchan, Casino, Super U, and Carrefour. These companies import food products directly from Europe and Asia. Most of these stores are in Dakar, and their main customers are middle- and upper-class Senegalese consumers and expatriates. However, the expatriate population is small, constituting approximately one percent of the total population. Some of the retail establishments have opened smaller retail outlets in neighborhoods around Dakar for greater convenience, offering local and imported products. Newer to market niche retailers such as the American Food Store or Jayma C-Store are emerging to challenge the dominance of these French and Indian banners in the modern segment. Most urban Senegalese consumers still shop for food at large local markets and small boutiques. OAA Dakar contacts report there are nearly 35,000 small boutiques stores nationwide, including nearly 15,000 in Dakar alone, often with multiple boutiques operating in the same city block.

The supermarkets' clientele is likely to increase thanks to rapid urbanization, the growing middle class, expats, and high-income consumers who demand for high value-added products. Nevertheless, the informal sector and independent grocery stores continue to dominate the Senegalese mass retail market. Moreover, one budding trend has been e-commerce as a growing portion of the urban population has started ordering groceries online. In fact, about 60 e-commerce businesses have opened in recent years. The online food delivery services provide market access for food producers in Senegal. Club Tiossane, for example, sources food products

⁵ [Senegal-Country Commercial Guide](#)

domestically and distributes to households, supermarkets, gas stations, and informal retail shops and boutiques.

4.2 Food Processing

There are more than 1,270 agri-food companies in Senegal, nearly 50 percent of which are in the formal sector. More than 80 percent of the food-processing sector is located around Dakar, due to proximity of the port, airport, and good road infrastructure. Large food manufacturers produce the following for the local and regional market: tomato sauce/tomato paste, jams/jellies, bouillon, refined sugar, flour, biscuits, juice, soda, water, beer, milk powder, yogurts, milk drinks, confectionery products, and processed meat products. Peanut oil, juice, and canned fish are exported to international markets. The food manufacturing industry imports many ingredients from Europe. A pervasive sentiment among consumers is imported processed foods are higher quality than what is produced domestically. Thus, most processed foods available in the market are imported.

4.3 Food Service - Hotels, Restaurants, and Institutions

Until recently, upscale restaurants in Dakar primarily catered to expatriates and tourists. However, according to FAS/Dakar contacts familiar with consumption trends, the growing Senegalese middle- and upper-class now constitute the bulk of patrons at these establishments, representing 50 to 70 percent of regular clientele. These consumers are willing to pay a premium for higher quality, more expensive foods. Senegalese middle- and upper-class consumers are travelling more frequently for business, study, and leisure. When these consumers return to Senegal, they want to have the same international dishes that they experienced abroad. Post sources believe that Senegalese consumers in Dakar prefer international cuisine while dining outside the home and enjoy trying new foods. Many of these high-end restaurants are in hotels. Dakar, Mbour, Saint-Louis, and Cap Skirring are important tourist destinations in Senegal and have the largest concentration of upscale hotels. For more information on the HRI sector, please see this [GAIN report](#).

SECTION V: AGRICULTURAL AND FOOD IMPORTS

5.1 Agricultural and Food Import Statistics

Information on U.S. agricultural exports to Senegal for all categories, including bulk, intermediate, and consumer-oriented products, may be found [here](#).

5.2 Best High-Value, Consumer-Oriented Product Prospects Categories

Information on processed food exports from the U.S. to Senegal may also be found [here](#).

SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

Office of Agricultural Affairs

United States Department of Agriculture
U.S. Embassy Dakar
Route des Almadies. B.P. 49 Dakar, Senegal.
Email: agdakar@fas.usda.gov
Website: www.fas.usda.gov

[American Chamber of Commerce](#) in Dakar

[Chamber of Commerce, Industry and Agriculture](#) in Dakar

Attachments:

No Attachments

Attachments:

No Attachments