

Baobab & Marula – New Solutions to Global Warming and Food Security

Catalyzing global reach: Innovative strategies for Baobab and Marula Expansion

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Abstract

Baobab and marula have been used for centuries by African communities to provide economic benefits. In this chapter, we explore the commercialization strategies of baobab and marula tree byproducts intended for local, regional, and international markets by delving into what sets them apart from other tree-based products. We examine the perception of baobab and marula across different market segments and highlight successful marketing strategies used by businesses of varying sizes. As consumers increasingly seek natural and organic products, the opportunities for these commodities in the international market are immense. We hope that this chapter will provide an insight into the potential and already realised success stories of these versatile superfoods, shedding light on the value chain and marketing tactics that have been and could be employed to bring them to the market.