

## **Tanzania Agriculture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 80 pages | Mordor Intelligence

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### **Report description:**

Tanzania Agriculture Market Analysis

The Tanzanian agriculture market is valued at USD 22.9 billion in 2025 and is projected to reach USD 29.9 billion by 2030, reflecting a 5.5% CAGR. Government outlays through the Agricultural Sector Development Programme (ASDP) and allied donor finance are modernizing farming systems, accelerating irrigation expansion, and promoting youth engagement. Tanzania's 128% food self-sufficiency permits surplus exports across the East African Community (EAC), while policy incentives target a shift from raw commodity sales toward in-country processing, most visibly in cashews. Foreign direct investment in agro-industrial parks and block-farm schemes is also reshaping production hubs, though infrastructure shortfalls and climate volatility remain pronounced headwinds.

Tanzania Agriculture Market Trends and Insights

Government Investments and ASDP Rollout

ASDP Phase II channels public finance into fertilizers, certified seed, and mechanization, directly reversing years of underinvestment. The program anchors the broader Kilimo Kwanza framework and has already raised national fertilizer usage, a move credited with Tanzania's food self-sufficiency target. Revival of the Tanzania Fertilizer Company underscores the intent to stabilize input pricing, while the ruling CCM's 2025-2030 manifesto commits to higher producer prices for cashews, coffee, and cotton. Priority spending covers feeder-road upgrades, grain storage, and on-farm solar pumps, all of which link remote growers to

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markets.

### Expanding Demand for Staple and Cash Crops

Agricultural exports reached USD 2.9 billion in Q4 2024, buoyed by coffee, tobacco, and cotton price rallies. Coffee earnings jumped 41.38% year-on-year to USD 227.9 million, while tobacco sales climbed 90.68% to USD 340.41 million. Emerging products such as sunflower seed cake and chilies have opened fresh corridors into China, and avocado shipments are gaining momentum following government-financed pack-houses. EAC trade value grew 13.3% in 2024 to 1.825 trillion Tanzanian shillings as regional food shortages lifted import demand.

### Poor Rural Road and Cold-Chain Coverage

Tanzania's rural road density trails regional peers, leaving many villages reachable only during dry seasons. Perishable crops suffer 30-40% post-harvest losses, yet the country operates fewer than 50 cold stores compared with Kenya's 7,000. The World Bank places the investment gap above USD 3 billion. Local grants, co-funded by the EU and Sweden, finance small bridges and pack sheds, but scale remains inadequate for horticulture's growth trajectory.

Other drivers and restraints analyzed in the detailed report include:

Rapid Uptake of Mobile-Enabled Extension and Fintech / EU Phytosanitary Alignment Opening Premium Export Channels / Volatile Rainfall and El Nino Frequency Spikes /

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

Cereals and grains accounted for 34% of the Tanzanian agriculture market share in 2024, confirming their centrality to staple diets and national reserves. Maize output hit 5.9 million metric tons in 2023 courtesy of seed subsidies, yet average fertilizer use trails regional benchmarks at 9 kg/ha. Rice yields have improved through International Rice Research Institute partnerships that distribute high-yield varieties across Southern Highlands paddies. Wheat cultivation, though modest, is inching upward in cooler highlands, while sorghum and millet maintain relevance in drought-prone central belts. Simultaneously, pulses and oilseeds gain policy favor because domestic sunflower oil meets only 30-45% of edible oil demand.

Fruits and vegetables recorded a 12% CAGR outlook to 2030, the fastest among all groupings. Government support for avocado pack-houses, chili processing lines, and mobile disease-diagnosis apps is accelerating the segment's modernization. Banana orchards battle Fusarium Wilt and Black Sigatoka, prompting trials of convolutional neural network apps that diagnose infections at 90% accuracy.

The Tanzania Agriculture Market Report is Segmented by Commodity Type (Cereals and Grains, Fruits and Vegetables, and More). The Report Includes Production Analysis by Volume, Consumption Analysis by Volume and Value, Import Analysis by Volume and Value, Export Analysis by Volume and Value, and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

List of Companies Covered in this Report:

Market Overview / Market Drivers / Market Restraints / Value/Supply Chain Analysis / Regulatory Landscape / Technological Outlook / PESTLE Analysis / List of Stakeholders /

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## Additional Benefits:

The market estimate (ME) sheet in Excel format /  
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