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Report Highlights:

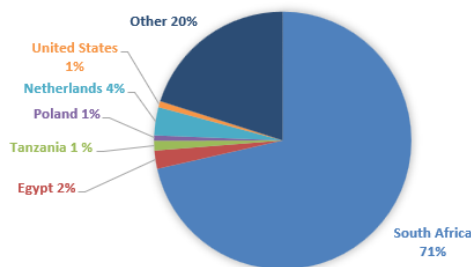
With the development of the Lobito Corridor, Zambia, one of the developing economies in Southern Africa, might eventually claim a sophisticated distribution network backed by a small commercial sector. Although the majority of its basic food needs are satisfied by its self-sustaining agricultural sector, the nation offers significant potential for U.S. exports, especially consumer goods and ingredients for its food processing industry. The demand for specialty U.S. food and beverage exports is being driven by changes in consumers' health-consciousness and receptivity to innovative products. To take advantage of Zambia's rising demand for high-quality imports, U.S. exporters must overcome obstacles like local competition, preferential trade agreements that benefit foreign competitors, and an unfavorable exchange rate.

Market Fact Sheet: Zambia

Executive Summary

With an estimated population of 21 million people, Zambia is a low-income developing market aiming to achieve middle-income status by 2030. In 2024, the country's GDP reached \$28 billion, with agriculture experiencing significant growth in the fourth quarter. Export revenue for the same quarter totaled \$3.1 billion, marking a notable 28.2% increase compared to the fourth quarter of 2023. South Africa and the Democratic Republic of the Congo (DRC) were Zambia's leading export destinations within Africa in 2024. Despite government efforts to diversify the economy and promote non-traditional exports, the country remains heavily reliant on primary exports.

Imports of Consumer-Oriented Products



Source: Trade Data Monitor, LLC.

Food Retail Industry

In 2024, Zambia's food retail sector experienced significant growth, driven by urbanization, population growth, and advancements in e-commerce and distribution networks. However, the sector faced challenges related to food security and the need to balance reliance on imports with support for local production.

Food Processing Industry

At this crucial juncture, Zambia's food processing sector faces challenges such as infrastructural limitations and food security concerns. However, it holds significant potential for growth through investment, diversification, and technical advancements.

Food Service Industry

Zambia's food service sector is expanding rapidly and is projected to grow by 10 percent annually between 2024 and 2028. This growth is driven by factors such as digitization, changing consumer preferences and increasing urbanization.

In 2024, the restaurant delivery industry accounted for US\$0.74 million alone, with an expected annual growth of 7 percent.

2024 Quick Facts

Imports of Consumer-Oriented Products: \$267 million

List of Top 10 Growth Products in Zambia

- | | |
|----------------------|-------------------------|
| 1) Eggs & Products | 6) Pork & Pork Products |
| 2) Tobacco | 7) Spices |
| 3) Tree Nuts | 8) Non-Alc. Beverages |
| 4) Distilled Spirits | 9) Beef & Beef Products |
| 5) Processed Fruits | 10) Coffee |

Zambian Food Industry by Channels

Food Industry Output	\$4.3 million
Food Exports	\$418 million
Food Imports	\$267 million

Top 10 Zambian Food Retailers

- | | |
|-----------------------|-------------------------|
| 1. Shoprite | 6. Melisa Supermarket |
| 2. Pick n Pay | 7. Zambeef Products PLC |
| 3. Spar Group Ltd. | 8. Massmart |
| 4. Choppies | 9. Cheers |
| 5. Food Lovers Market | 10. 24seven |

GDP/Population

Population: 21 million people
 GDP: \$28 billion
 GDP per capita: \$1,235

Sources: Trade Data Monitor, LLC., Zambia Statistics Agency, Euromonitor International, GATS, local trade contacts, local industry publications, international supermarket news and trade press

Strengths

Strategically located, bordering eight African countries, making Zambia ideal for regional trade. Potential to expand U.S. product reach across Southern African and Central Africa.

Weaknesses

Long-distance transport through South Africa increases costs. Power outages risk spoilage, income inequality limits purchasing power.

Opportunities

Media-driven consumer demand for popular products. Key distribution hub for Southern and Central Africa.

Challenges

Air freight needed to avoid land tariffs; Zambia's landlocked status complicates logistics.

Section 1: Market Overview

In 2024, Zambia's economy demonstrated resilience following a catastrophic drought. Despite food shortages and electrical outages that drove inflation, the economy grew by 4.0 percent, supported by a recovery in mining and an expansion in services. However, challenges such as cholera outbreaks, drought, and reliance on mining and subsistence farming created significant strain. Economic growth has been inefficient in reducing poverty, leading to high income inequality.

After four years, Zambia's debt restructuring is nearing completion. However, the prolonged process has deterred foreign direct investment, increased sovereign risks, weakened the local currency, and fueled inflation during the drought. Zambia remains below its growth potential and faces limited funding opportunities. Despite these challenges, opportunities for U.S. exports exist, particularly in providing inputs for the expanding agricultural sector.

Zambia's GDP showed strong growth in the fourth quarter of 2024, increasing by 1.1 percent overall, compared to the same period in 2023. Forestry, fisheries, and agriculture grew by an impressive 27.6 percent. Food inflation eased in late 2024 due to price adjustments for staples like vegetables, mealie meal, and maize grain. While the country faced a bleak prediction earlier in the year, the Q4 surge boosted annual growth. However, the trade deficit and inflationary pressures remain ongoing concerns.

Zambia often produces surplus grain due to its nutrient-rich soil and abundant groundwater, though small-holder farmers – who account for 80 percent of grain production – struggle with low yields. Key challenges include limited access to high-quality inputs, mechanization, financing, knowledge of improved farming techniques, poor post-harvest storage, and government policies that hinder the development of predictable and commercially viable markets for commodities, exports, and Agricultural inputs. Only 5.7 percent of Zambia's 40 million arable hectares (with medium-to-high agricultural potential) are irrigated, and less than 14 percent are under cultivation.

Maize (corn) is Zambia's primary crop, followed by soybeans, which ranks as the second-largest crop. Other crops include sorghum, millet, cassava, sugar, coffee, groundnuts, rice, cotton, and horticultural products.

Private investment in agriculture has been weakened by government interventions such as export bans, market-distorting subsidies, and unpredictable changes to agricultural trade policy, particularly regarding maize and soybeans. While genetically modified (GM) food products can be imported into Zambia, the cultivation of GM crops remains prohibited.

1.1 Population and Key Demographic Trends

In 2024, Zambia's population reached 21 million, a 2 percent increase (approximately 590,000 people) from 2023. Of the total population, more than half - 10.36 million - are female. Lusaka remains the most populated province, with nearly 3.1 million residents. Despite being Zambia's smallest province by land size, Lusaka has the highest population density. In contrast, Muchinga Province is the least populated, with just over 900,000 residents.

Zambia's demographic profile highlights that 414,400 individuals are aged 65 years or older, while 41 percent of the population is under the age of 14. The age group with the highest purchasing power is between 35 and 49 years old, representing 57 percent of the employable population. Despite this, Zambia has maintained a relatively low unemployment rate, which stood at 5.96 percent in 2024 and remained around six percent in recent years.

Zambia's middle class, though small, accounts for an estimated 7.8 percent of the population, earning between \$4 and \$10 per day in 2008 US dollars (PPP). In 2024, the middle class grew by 2.3 percent compared to 2023. However, growth in the middle class is closely tied to economic performance, and challenges such as the recent drought and weak economic growth may threaten expansion, according to [ZimStats](#).

Life expectancy in Zambia was 62.46 years in 2024, ranking 30th in Africa, according to [Maxinomics](#). This figure reflects the country's living conditions, economic development, and healthcare access, serving as a key indicator of overall health and quality of life.

1.2 Size of Economy, Purchasing Power, and Consumer Behavior

Zambia's economy is much smaller than South Africa's but is comparable to other Southern African nations in terms of GDP per capita. Despite its abundance of natural resources, Zambia continues to face challenges with debt, poverty, and economic diversification. With an estimated GDP of \$28 billion, Zambia ranks as the fourth-largest economy in the Southern African Development Community (SADC). However, inflation rose sharply in 2024, with an annual rate increasing from 11 percent in 2023 to 15 percent in 2024. Food inflation was particularly high, reaching 19 percent by December 2024, compared to 14 percent in December 2023. The primary drivers of this increase were price hikes for bread, cereals, pork, cooking oil, eggs, and dry beans.

Zambia's GDP per capita, adjusted for Purchasing Power Parity (PPP), grew from \$3,673 in 2023 to \$3,716 in 2024. According to the [World Bank](#), this figure represents 21 percent of the global average. PPP reflects the purchasing power of the local population, and the overall value of goods and services produced in Zambia. While this growth signals potential for Zambia's economy, persistent issues such as poverty, debt, and reliance on the mining industry remain significant obstacles.

The exchange rate between the U.S. dollar and the Zambian Kwacha averaged KZ 26.13 to one U.S. dollar in 2024, remaining relatively stable. While the total value of U.S. exports to Zambia increased in 2024, certain categories, such as consumer products, experienced declines. To address a sharp decline in maize production, the Zambian government approved private sector imports. However, Zambia only permits importation of non-genetically modified maize, which may limit the variety of U.S. maize products available in the market. Additionally, a strong U.S. dollar in 2024 made American goods more expensive for Zambian consumers. Zambia's food security challenges in 2024 likely increased its overall demand for imports. The availability of non-GMO maize and the relative affordability of U.S. agricultural products compared to other markets may have influenced trade dynamics between the two countries.

In 2024, Zambian consumers navigated a shifting landscape shaped by rising internet penetration and financial pressures. High inflation, particularly in food prices, forced many consumers to cut back on

their discretionary spending and rely more on borrowing. Spending priorities included loans and bills, healthcare, and investments or retirement savings. To manage costs, consumers reduced spending on non-essential items such as entertainment, travel, eating out, and digital services

Social media continued to play a significant role in raising product awareness and influencing purchasing decisions, especially among younger audiences. Consumers increasingly prioritized product quality while becoming more cost conscious. Brands that emphasize social responsibility, environmental sustainability, and ethical sourcing gained popularity. Despite economic challenges, Zambian consumers in 2024 demonstrated resilience by focusing on essential expenses and actively seeking value. Digital platforms, particularly social media and mobile internet played a major role in shaping consumer behavior and choices.

1.3 Overall Business Climate

Zambia faces significant challenges in its business environment, primarily due to its landlocked status and infrastructural deficiencies that increase transportation costs, which are among the highest in Southern Africa. Key obstacles include outdated industrial equipment, widespread corruption, inconsistent policies, and poor infrastructure, all of which hinder market efficiency. Despite these challenges, Zambia's abundant natural resources offer substantial business opportunities in sectors such as agriculture, energy, mining, infrastructure, ICT, and tourism.

To address logistical bottlenecks, the Zambian government has implemented integrated customs services at several border crossings, which have improved the flow of goods across borders. However, long waiting times persist, and the fragmented network of primary, secondary, and tertiary roads continue to impede the efficient movement of commodities.

In October 2023, Zambia, Angola, and the Democratic Republic of the Congo (DRC) signed a memorandum of understanding to develop a modern rail corridor. This agreement includes the construction of 550 kilometers of new rail in Zambia's [North-Western Province](#), extending to the Angolan border, and the renovation of 1,300 kilometers of rail from the border point to Port Lobito on the Atlantic Ocean. The rail project is expected to create significant opportunities for construction and related service contracts while promoting sustainable investment in agricultural industries and other sectors along the [corridor](#). A section of railway infrastructure that runs across mineral and oil-rich regions of Angola, the Democratic Republic of Congo, and Zambia connects the Lobito Corridor. It offers a route to the Atlantic Ocean, access to Eastern Africa, and a link between Southern and Central Africa. Built in the early 1900s, the rail line flourished until the middle of the 1970s, when damage from the Angolan civil war forced its closure. Underutilization persisted until 2015, when the Chinese government sponsored and completed a restoration contract worth around \$2 billion.

With a network that spans nearly 1,200 kilometers, Zambia Railways serves the entire region between Sakana on the border with the Democratic Republic of the Congo and Victoria Falls Bridge on the border with Zimbabwe, including the Copperbelt and other branches like Ndola, Kitwe, Cingula, Mufulira, and Chililabombwe. At Kapiri-Mposhi, ZRL links Tanzania with Zambia Railways Authority (TZR). The Zambia Railways network includes the Chipata-Mchinji network, which links Zambia with Malawi and Mozambique. Because it can move large loads, cut expenses, and give access to vital regional ports, Zambia's railway network is crucial for importers. Importers confront several obstacles,

including antiquated infrastructure, sluggish speeds, and operational inefficiencies, notwithstanding its historical significance. Nonetheless, the goal of current and upcoming infrastructure initiatives is to greatly increase the network's capacity and dependability.



DISTANCES TO THE PORTS

From Nkana/Kitwe to;	From Ndola to;
Dar es salaam; 2,042 KM	Dar es salaam; 1,976 KM
Beira; 2,399 KM	Beira; 2,333 KM
Maputo; 2,394 KM	Maputo; 2,328 KM
Richards Bay; 2,930 KM	Richards Bay; 2,864 KM
Durban; 3,017 KM	Durban; 2,951 KM
From Lusaka to;	From Chipata to;
Dar es salaam; 2,036 KM	Nacala port; 1,150 KM
Beira; 2,025 KM	
Maputo; 2,020 KM	
Richards Bay; 2,556 KM	
Durban; 2,643 KM	

Source: Zambian Railways Ltd

Agriculture remains a critical sector for Zambia, yet only 15 percent of its 40 million hectares of arable land is under cultivation. Low agricultural yields are attributable to poor agronomic practices, limited access to high-quality inputs, insufficient mechanization, and government interventions that have discouraged private sector investment and the development of a robust Agro-inputs network. However, Zambia’s fertile land and consistent rainfall provide the potential to significantly increase production of both cash and staple crops. Investment opportunities exist in value addition processing, cold chain storage, and food processing, particularly targeting large regional markets such as South Africa and the DRC.

The 2023–2024 agricultural season was severely impacted by an El Niño-induced drought, which worsened food insecurity across Southern Africa. Zambia was among the hardest-hit countries, with higher temperatures, reduced rainfall, and prolonged dry spells leading to below-average yields. Provinces responsible for 60 percent of Zambia’s maize production-Central, Eastern, Lusaka, Southern, and Western- suffered crop losses of up to 70 percent due to hydration stress. The drought also affected livestock and other crops, further exacerbating food insecurity at both the household and national levels.

Despite these challenges, Zambia remains a geo-strategic location for regional investment. Its geographic position, role as a regional hub for commerce, competitive manufacturing sector, and strong

legal framework make it attractive for U.S. foreign direct investment. In 2024, Zambia imported \$797 million in agricultural products, up from \$604 million in 2023. Agricultural imports from the United States totaled \$5.2 million, marking a 13 percent increase from the previous year. Zambia continues to be a small market, with high potential, for U.S. agricultural exports.

Table 1: *Zambia’s Top 10 Agricultural Imports in 2024*

Soybean oil	Corn
Wheat	Soup & other food preparations
Oilseed oil	Composite animal feed
Essential oils	Rice
Beer	Fresh fruit

Source: Trade Data Monitor, LLC.

1.4 Recent Trends

Zambia's retail industry is poised for significant shifts in the coming years, which will be driven by evolving consumer preferences and technological advancements. Key trends include a surge in e-commerce adoption, a growing demand for personalized shopping experiences, and an increased focus on sustainability and health-conscious products. The industry is also moving toward unified commerce, which integrates online and physical retail channels to prioritize value and convenience for consumers.

Economic data highlights the financial pressures faced by Zambian households. The [Jesuit Centre for Theological Reflection](#) reported that the Basic Needs and Nutrition Basket (BNNB), which is a measure of the cost of essential food and non-food items for a family of five in Lusaka, showed consistent growth throughout 2024, particularly in the latter half of the year. The BNNB rose by \$18.92 from November to reach \$465.51 in December 2024. This increase was attributable to higher costs of non-food items such as sanitary towels and toilet paper, as well as staple items like vegetables, kapenta, and mealie meal. Contributing factors included currency fluctuations, elevated manufacturing costs, and adverse weather conditions.

Table 2: *Key Advantages and Challenges for U.S. Exporters in the Zambian Market*

Advantages	Challenges
Key-Sector for opportunity: Agriculture and Agro-processing offer attractive prospects for exporters as Zambia is considered a seed hub and is exploring innovative approaches to seed development.	High input costs and dilapidated infrastructure issues: Unreliable electrical supply and inadequate transportation networks increase costs and disrupt the flow of goods and services.
Expanding Retail Channels: The growth of food retail channels and quick delivery services, particularly for temperature-sensitive products, supports market potential.	High Internet Costs: Elevated data prices hinder e-commerce growth, although costs are gradually declining.
Strong Demand for U.S. Goods: Zambia's young population drives demand for American consumables, including food processing	Price Sensitivity: The high cost of U.S. imports often drives consumers toward more affordable alternatives from other nations.

ingredients, specialized foods, and health-conscious products.	
Infrastructure development: Multibillion-dollar investment by the U.S. and EU in the Lobito Corridor aims to improve Zambian infrastructure, facilitating the movement of goods and enhancing regional trade.	Administrative and regulatory complexities: Businesses face challenges from burdensome administrative processes, inconsistent legislation, and limited transparency in government contracts.
Mixed Consumer Base: Zambia's urban population increasingly demands digital access and convenience, blending modern consumer preferences with traditional practices.	Political and Economic Risks: high debt levels, reliance on copper exports, and vulnerability to seasonal factors pose risk for businesses operating in Zambia.
Retail Chains: Large retail chains provide one-stop shopping experiences with private-label and imported food and beverage product ranges.	Regulatory Barriers: Corruption, weak institutional foundations, and inconsistent policies impede economic growth and discourage foreign investment.
Economic resilience and potential growth: Despite challenges like drought, Zambia's economy demonstrated resilience in 2024. Continued investments and reforms may drive economic expansion and diversification.	Import dependency: Despite efforts to diversify, Zambia remains heavily reliant on maize imports, particularly following the 2024 drought.
Regional Distribution Potential: Zambia's strategic location and close distribution links to Southern African and Sub-Saharan nations create opportunities for regional market diversification.	Currency and Interest Rate Risks: Higher borrowing costs and fluctuations in the Zambian Kwacha-dollar exchange rate create financial uncertainty for businesses.

These trends and economic conditions present both opportunities and challenges for U.S. exporters seeking to enter or expand in Zambia's retail market.

Section 2: Exporter Business Tips

2.1 Market Research

Before entering the Zambian market, U.S. exporters should conduct comprehensive market research. This research should include analyzing market size trends, consumption patterns, import policies and procedures, and regulatory considerations. To support these efforts, the Foreign Agricultural Service (FAS) office in Pretoria publishes Global Agricultural Information Network (GAIN) reports that provide valuable insights into Zambia's various sectors. These can be accessed by visiting the GAIN website: <https://gain.fas.usda.gov>

Reports on various sectors in Zambia include, but are not limited to, the following:

- [Zambia Depends on Corn Imports to Maintain Food Security](#)
- [Zambia Maintains its Status as a Net Exporter of Corn](#)
- Zambian Dairy and Livestock report (Releasing Soon)

Additional market research can be conducted through private sector firms such as:

- [2insights Research](#)
- [Webhaptic Intelligence](#)
- [InVeritas Research](#)
- [IPSOS Zambia](#)
- [TGM Research](#)

For more information on import rules and regulations, please consult Section 3 of this report.

2.2 Local Business Customs and Trends

As a member of the Southern Africa Development Community (SADC) and the Common Market for Eastern and Southern Africa (COMESA), Zambia has liberalized its economy and generally adheres to its trade commitments. However, the government occasionally restricts export licenses to boost local supply and artificially lower the price of maize (corn), the country's primary food staple. While genetically modified (GM) food products can be imported into Zambia, the cultivation of GM crops and the importation of unprocessed GM products remain prohibited.

For U.S. agricultural exporters, the most effective way to enter the Zambian market is by partnering with a reputable import agency or distributor experienced in the local food and beverage industry. Establishing such partnerships ensures a smoother entry into the market and helps navigate Zambia's regulatory and business environment.

FAS/Pretoria serves as a key resource for U.S. exporters seeking support. U.S. companies aiming to expand their exports to Southern Africa are encouraged to visit Zambia in person. These visits provide valuable opportunities to network, build relationships, gain firsthand market insights, and identify potential business opportunities.

U.S. exporters are also encouraged to contact FAS/Pretoria for information on upcoming trade events in the region. Additionally, engaging with business and trade associations, industry cooperator organizations, and State Regional Trade Groups (SRTGs) can offer further guidance and resources to successfully navigate the Zambian market.

2.3 General Consumer Tastes and Trends in Zambia (2024)

Economic challenges, shifting priorities, and the growing influence of social media shaped Zambian consumers behavior in 2024, reflecting a mixture of caution and confidence.

- **Retail Food Sales:** Zambian retail food sales totaled \$4 Billion in 2024.
- **Consumer Sentiment:** While the [TransUnion Consumer Pulse](#) indicated resilience and optimism, financial strain and increased credit demand were evident, as consumers reduced spending on certain products.
- **Social media Influence:** At the start of 2024, 3.55 million Zambians (17% of the population) were active social media users, with influencers playing a significant role in shaping purchasing decisions.

- **Consumer Priorities:** Nutrition, sustainability, and well-being ranked as top priorities for Zambian consumers.
- **Sustainability Focus:** Despite financial pressures, consumers increasingly value sustainable products and are willing to pay a premium for items sourced ethically.
- **Food Inflation:** Food inflation was a [major concern](#), peaking at 18.6% in December 2024.
- **Retail Growth:** Zambia's retail industry demonstrated resilience, with certain sectors showing growth despite economic challenges.
- **Consumer Spending Trends:** Household consumer expenditures rose, but [stagnate or declining wages](#) forced many consumers to cut discretionary spending and seek additional borrowing.
- **Key Growth Categories:** Bread & cereals, fish, and meat experienced the most significant growth in consumer demand.

These trends highlight the evolving preferences and challenges faced by Zambian consumers, offering insights for businesses looking to enter or expand in this market.

Section 3: Imported Food Standards, Regulations and Procedures

Exporting food to Zambia requires strict compliance with the country's food laws and regulations. Exporters must follow specific procedures, including obtaining necessary permits, meeting regulatory requirements, and undergoing inspections. Key institutions involved in the import process include [the Zambian Bureau of Standards \(ZABS\)](#), the [Zambia Revenue Authority \(ZRA\)](#), the [Ministry of Agriculture](#), and the [Ministry of Health](#).

3.1 Customs Clearance in Zambia

The customs clearance process in Zambia involves several key steps: documentation; filing; evaluation; payment of duties and taxes; and the release of the goods. Importers must first register with the ZRA and obtain a taxpayer identification number (TPIN), which is required for all tax transactions and customs declarations. Once registered, importers must prepare the necessary documentation (detailed in the next section) and submit a customs declaration through the Automated System for Customs Data, the [\(ASYCUDA\) World system](#). After completing these steps, the ZRA will provide guidance on applicable import tariffs, VAT, and other taxes, and the goods will be released.

Certain products require prior certification from relevant authorities, such as the Ministry of Health or the Veterinary Department. Additionally, goods must comply with Zambia Bureau of Standards (ZABS) requirements, importers must work with a recognized local firm or compliant Importer of Record (IOR). To navigate potential inefficiencies, bureaucratic hurdles, and risks of corruption, it is strongly recommended to engage a qualified customs agent to facilitate the process and avoid delays.

For further details on the customs clearance process, visit the [Zambia Revenue Authority](#) website. Information on tariffs available through the [International Trade Administration](#).

3.2 Documents Generally Required by Zambian Authorities for Imported Food

When exporting food to Zambia, the following documents are typically required in addition to any necessary import permits and health certifications:

- **Commercial Invoice:** This document should detail the price paid by the importer, including the cost of loading the goods onto the ship for export.
- **Packing List:** An essential document for customs clearance, the packing list ensures compliance with Zambian import regulations.
- **Bill of Lading (BOL) or Airway Bill (AWB):** These shipping documents serve as a contract of carriage and a receipt of shipment. BOL can also act as a record of title.
- **Certificate of Origin:** This document certifies the origin of the goods being imported or exported. It ensures compliance with trade agreements and helps Zambian authorities calculate customs duties.
- **Import Declaration Form (IDF):** Importers use this form to declare the customs value of their imported goods.
- **Tax Identification Number:** Importers must have a registered and active Tax Identification Number (TIN) with the Zambia Revenue Authority (ZRA).
- **Additional Documentation or Certificates:** Depending on the type of goods, additional permits or certifications may be required, such as phytosanitary or health certificates. An insurance certificate may also be necessary.
- **Form CE 20:** This standard ZRA form is used at border posts for entry and exit approval. Certain items require prior certification from relevant ministries or agencies. For example:
 - Meat imports must be certified by the Veterinary Department.
 - Plants, seeds, and fruits must be certified by the Mount Makulu Research Station.
 - Food products must be certified by the Ministry of Health.

For detailed guidance, exporters are encouraged to consult the [Zambia Revenue Authority](#) website. Additionally, the [Zambia Trade Information Portal](#) provides a comprehensive list of required forms and is a reliable resource for exporters.

3.3 Zambia Language Labelling Requirements

Imported food items must include labels in English that clearly list the ingredients and expiration date. Products that fail to meet these labeling requirements may be seized or destroyed by the Zambia Compulsory Standards Agency (ZCSA) without compensation. For detailed information on labeling and marking standards, exporters can visit the [ZCSA website](#). Additional guidance on labeling requirements for imported products is also available on the [Zambia Bureau of Standards \(ZABS\) website](#).

3.4 Tariffs and Free Trade Agreements (FTAs)

Exporters seeking information on Zambian tariff schedules and trade agreements can access the following sources:

- [Tariff Information:](#) Available through the U.S. Department of Commerce.
- [Zambia Tariff Book:](#) A downloadable PDF providing detailed tariff schedules

Trade Agreements

- Zambia participates in several regional and continental trade agreements that promote economic integration and trade liberalization:
 - [Common Market for Eastern and Southern Africa \(COMESA\)](#): Zambia is a member of COMESA; a regional economic union aimed at fostering trade and investment among members states.
 - [Southern African Customs Union](#) (SACU): Zambia is a part of the SACU agreement alongside Botswana, Lesotho, Namibia, and Eswatini, which facilitates regional trade and customs operations.
 - [African Tripartite Free Trade Area](#) (TFTA): [The TFAT unites 26 nations from COMESA, the East African Community \(ECA\), and the Southern African Development Community \(SADC\) to create a unified market for goods and services, promoting trade liberalization and economic integration.](#)
 - [African Continental Free Trade Area](#) (AfCFTA): Zambia ratified the AfCFTA in February 2021 and actively participates in this continental agreement. The AfCFTA aims to increase market access, reduce trade costs, and enhance economic growth. Zambia is working to implement national policies and legislative reforms to fully leverage the benefits of this agreement.

For detailed information, exporters are encouraged to review the respective agreements and consult and the listed sources.

3.5 Trademarks and Patents Market Research

In Zambia, the [Patents and Companies Registration Agency](#) (PACRA) is the primary authority responsible for administering and enforcing intellectual property (IP) rights. Zambia's IP framework is governed by several key laws, including the Patents Act, the Trademarks Act, Copyright and Performance Rights Act, and Industrial Designs Act.

As a member of the [African Regional Intellectual Property Organization \(ARIPO\)](#), Zambia offers applicants the option to file for IP protection either through ARIPO for broader regional coverage or directly with PACRA for national protection. This dual filing system provides flexibility for businesses seeking to safeguard their intellectual property in Zambia and beyond.

Section 4: Market Sector Structure and Trends

4.1 Top Sectors for Growth

Table 3: *Top Five Countries Exporting Consumer-Oriented Products to Zambia*

2024 Zambian Imports of Consumer-Oriented Products		
Country	Value (USD Millions)	Top 7 Product Categories
South Africa	190	Beer, dairy products, bakery goods, fresh fruit, soup and other food preparations, fruit and vegetable juices, and condiments and sauces

Zimbabwe	12	Soup and other food preparations, tobacco, bakery goods, dairy products, tea, and beer
Netherlands	6	Poultry meat & and products, fresh vegetables, meat products, chocolate and cocoa products, soup and other food preparations, bakery goods, and dairy products
Germany	6	Poultry meat and products, soup and other food preparations, pork and pork products, chocolate and coca products, dairy products, distilled, and bakery goods
Mozambique	5	Bakery goods, tree nuts, fruit and vegetable juices, coffee, spices, fresh fruit, and soup and other fruit preparations

Source: Trade Data Monitor, LLC.

4.2 Consumer-Oriented Product Prospects Based on Growth Trends

Table 4: Top Exports of Consumer-Oriented Products from the United States to Zambia

Product	Annual Series (Value: USD)		
	2022	2023	2024
Total Consumer-Oriented	1,920,687	2,103,932	1,589,372
Dairy products	122,277	2,217	298,804
Bakery goods	4,003	19,468	47,866
Meat products	0	1,081	2,061
Wine	73	523	810
Distilled spirits	39,889	23,552	35,698
Chewing gum & candy	1,410	5,509	7,309
Non-Alcoholic Beverages	4,591	194,601	243,797
Condiments and sauces	44,787	33,340	40,034
Tea	17,772	21,282	25,143

Source: Trade Data Monitor, LLC.

4.3 Retailer Information in Zambia

Zambia's retail sector is highly competitive, with chains leveraging strategies such as loyalty programs, promotions, group discounts, and online shopping platform to attract and retain customers.

Table 5: Major Zambian Retailers

Retailer	Website
Shoprite Holdings Ltd	https://www.shoprite.co.zm
Spar	https://spar-international.com/country/zambia/
PnP Zambia	https://www.picknpayzambia.com
Choppies	https://choppies.co.zm
Food Lovers Market	https://www.facebook.com/FoodLoversMarketLevy

4.4 Market Opportunities for Consumer-Oriented Products

Zambia presents significant opportunities for consumer-orientated products, driven by current trends and economic data. Key prospects include processed agricultural goods, premium and sustainable products, and food and beverages. Companies aiming to enter the Zambian market are encouraged to visit the

country to evaluate potential competitors and business partners, build relationships with relevant government officials, and gain a comprehensive understanding of labor laws as well as business registration and licensing procedures.

U.S. firms often enter the Zambian market by licensing their products through local agents or exporting via distributors and intermediaries, many of whom are based in South Africa. This approach helps streamline market entry, particularly for first-time exporters.

In summary, Zambia’s youthful population, increasing urbanization, rising disposable incomes, and expanding digital landscape create strong opportunities for consumer-oriented products. Fast-moving consumer goods (FMCG), electronics, and niche markets that emphasize sustainability, affordability, and quality are particularly well-positioned for growth.

4.5 Competition to U.S. Exports

U.S. agricultural exports face significant competition from Zambia’s domestic industry and imports from countries within the COMESA and SACU trade blocs. Additionally, ongoing discussion to establish preferential trade tariff schedules under the African Continental Free Trade Area (AfCFTA) may further impact U.S. competitiveness in the region.

In the market for manufactured goods, countries such as China, Singapore and India present strong competition to U.S. exports. These nations often rely on air freight or export to South Africa for transshipment to Zambia, leveraging established logistics networks. The DRC also poses slight competition to U.S. exports due to its strong trade relationship with Zambia.

These dynamics highlight the need for U.S. exporters to carefully assess regional trade agreements, logistics options, and competitive positioning when entering the Zambian market.

Section V: Agricultural and Food Imports

5.1 Agricultural and Related Food Import Statistics

Table 6: *U.S. Agricultural Exports to Zambia (USD millions)*

	2020	2021	2022	2023	2024
Consumer-Oriented	387	876	688	363	35
Intermediate	265	452	342	702	1,142
Bulk	14	8	0	6	0
Total	666	1,336	1,030	1,071	1,177

Source: Global Agricultural Trade System

For detailed information on U.S. exports of bulk, intermediate, and consumer-oriented (BICO) products to Zambia, consult the [FAS Global Agricultural Trade System](#) (GATS).

5.2 Best High-Value and Consumer-Oriented Product Opportunities

While Zambian consumers generally have limited purchasing power, demand for American agricultural products is steadily growing. Key opportunities for U.S. exporters include:

- Eggs and egg products
- Pork and pork products
- Tobacco
- Spices
- Tree nuts
- Non-alcoholic beverages
- Distilled spirits
- Beef and beef products
- Processed fruits
- Coffee

These categories represent strong potential for growth in Zambia’s evolving consumer market.

Section 6: Key Contacts and Further Information

6.1 USDA, Foreign Agricultural Service office for Southern Africa

For questions or comments regarding this report, please contact the FAS Office of Agricultural Affairs at the U.S. Embassy in Pretoria:

Agricultural Affairs Office
Physical Address:
Office of Agricultural Affairs
U.S. Embassy, Pretoria, South Africa
877 Pretorius Street,
Arcadia, Pretoria, 0083
P.O. Box 9536, Pretoria, 0001

Phone: +27 12 431 4057
Email: AgPretoria@state.gov
Website: <http://www.fas.usda.gov>

Additional market and commodity reports are available on the FAS website:
<https://www.fas.usda.gov/data>

6.2 Additional Useful Resources

The following resources provide valuable information and support for businesses and individuals seeking to engage with Zambia’s market:

- **American Chamber of Commerce in Zambia:** Offers networking opportunities, advocacy, and resources for U.S. businesses operating in Zambia. [Visit Website](#)
- **U.S. Commercial Service:** Provides assistance to U.S. companies looking to expand their presence in Zambia, including market entry support and trade promotion. [Learn More](#)

- **U.S. International Trade Administration – Zambia Country Commercial Guide:** A comprehensive guide to Zambia’s business environment, trade opportunities, and regulatory landscape. [Access Guide](#)
- **The Restaurant Association of Zambia:** Connects stakeholders in Zambia’s hospitality and food service industries. [Visit Facebook Page](#)
- **Zambia Tourism:** Provides insights into Zambia’s tourism sector, including attractions, travel tips, and investment opportunities. [Explore Tourism](#)
- **Zambia Tourism Agency:** Promotes Zambia as a travel destination and offers resources for tourism-related businesses. [Visit Website](#)
- **Special Economic Zones:** Information on Zambia’s Special Economic Zones, which offer incentives for investment and trade. [Learn More](#)

These resources are essential for understanding Zambia’s market dynamics, identifying opportunities, and navigating the country’s business environment effectively.

Appendix 1:BICO Report

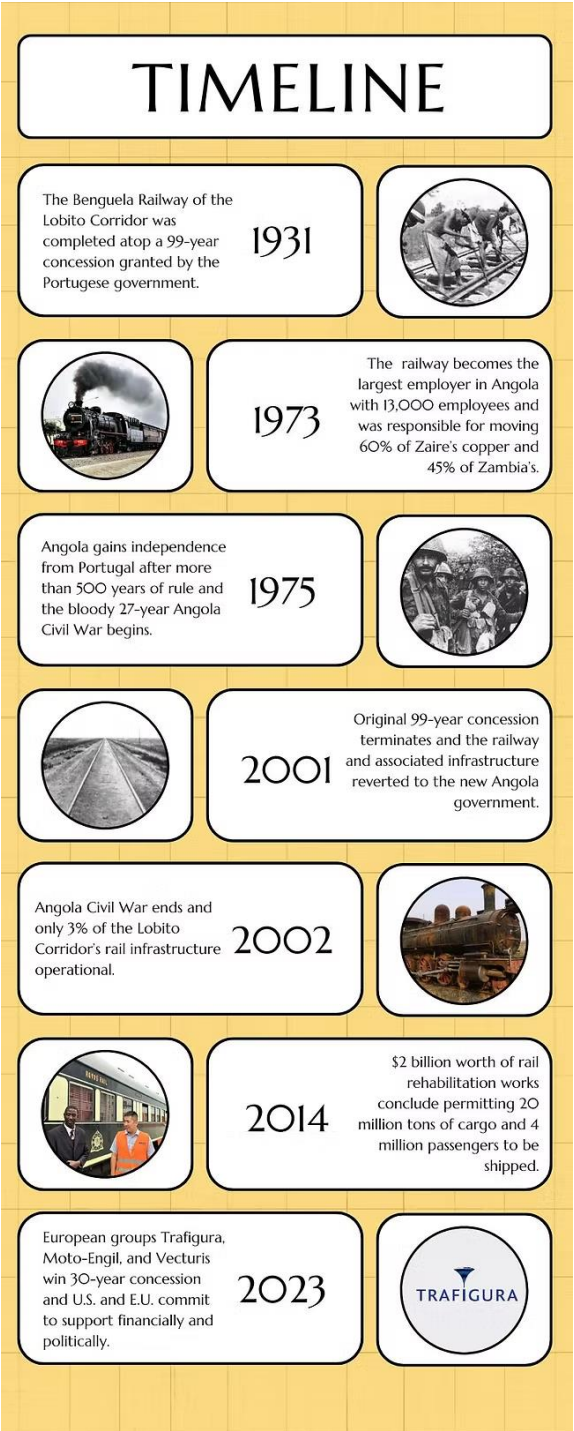
Linking U.S. Agriculture to the World		U.S. Exports of *Agricultural & Related Products* FY 2018 - 2024 (in millions of dollars+)								gats Global Agricultural Trade System Database	
Product Exported: *Agricultural & Related Products*											
Fiscal Years (Oct-Sept)										%	
Export Markets	2024 Rank	2018	2019	2020	2021	2022	2023	2024	2023-24	Change	
Leading Regional Markets											
World Total.....	-	165,053.5	154,290.2	152,328.4	188,834.9	213,217.8	194,324.3	189,763.3	-2.3		
North America.....	1	45,131.2	45,438.6	44,173.9	53,187.0	62,750.8	62,161.2	64,472.3	3.7		
East Asia.....	2	25,360.7	16,597.5	21,652.1	38,112.8	40,659.7	37,702.8	55,458.9	* -12.9		
China and Hong Kong.....	3	13,670.4	13,293.5	11,830.6	12,339.2	15,001.0	* 14,431.3	14,452.2	0.1		
European Union-27.....	4	14,937.0	14,543.3	14,166.2	15,290.1	16,068.9	* 13,307.9	13,660.0	2.6		
Southeast Asia.....	5	14,576.0	13,838.9	12,877.9	14,833.2	16,857.0	* 13,746.0	13,140.0	-4.4		
Japan.....	6	8,046.2	7,851.8	7,067.0	7,772.4	9,637.0	7,956.5	8,693.4	9.3		
South America.....	7	4,174.6	4,427.4	4,269.5	5,561.0	7,073.1	* 6,192.2	6,419.3	3.7		
Central America.....	8	6,827.3	6,152.0	5,532.2	5,660.9	6,774.4	* 6,661.0	6,155.5	-7.6		
Middle East.....	9	4,236.0	4,307.6	3,918.7	4,767.6	5,678.7	5,647.5	5,842.8	3.5		
Caribbean.....	10	4,451.0	4,503.8	4,544.1	4,336.1	5,263.3	3,743.2	4,165.6	* 11.3		
South Asia.....	11	3,425.7	3,529.5	3,297.2	3,276.7	3,550.4	* 3,538.9	4,141.4	17.0		
Other Europe.....	12	2,431.8	2,488.6	2,367.9	2,318.6	2,304.3	2,232.4	2,310.7	* 3.5		
Oceania.....	13	2,791.7	2,171.8	2,656.9	2,944.5	4,046.5	2,285.5	2,096.1	-8.3		
North Africa.....	14	1,708.4	2,056.8	1,847.6	2,267.3	2,591.8	2,108.8	1,504.2	-28.7		
Sub-Saharan Africa.....	15										
Leading 35 Country Markets											
Canada.....	1	25,263.6	25,425.7	25,244.5	28,397.3	33,486.0	33,042.9	33,542.9	1.5		
Mexico.....	2	20,897.4	12,865.3	19,195.7	36,161.1	38,957.4	36,145.6	28,262.4	* -21.8		
China.....	3	14,576.0	13,838.9	12,877.9	14,833.2	16,857.0	* 13,746.0	13,140.0	-4.4		
Japan.....	4	8,770.4	8,629.3	8,201.9	9,577.6	10,103.2	8,194.7	8,661.3	5.7		
Korea, South.....	5	2,851.1	2,770.3	2,923.8	3,039.1	4,210.9	* 3,293.9	4,144.8	25.8		
Colombia.....	6	3,937.1	3,734.3	3,352.7	3,784.5	4,323.5	* 3,830.6	3,739.9	-2.4		
Taiwan.....	7	2,978.4	3,024.2	3,227.1	3,610.0	3,979.1	* 3,524.8	3,715.9	5.4		
Philippines.....	8	2,812.3	2,936.2	2,749.5	2,693.7	3,003.6	* 3,102.3	3,709.2	19.6		
United Kingdom.....	9	4,358.2	4,106.9	3,831.2	3,984.7	3,889.2	3,279.3	3,539.5	* 7.9		
Vietnam.....	10	3,825.1	3,354.9	3,108.4	3,401.0	3,788.6	3,744.4	3,503.0	-6.4		
Netherlands.....	11	3,205.1	2,989.3	2,785.5	3,140.3	3,301.9	3,034.8	3,105.6	2.3		
Indonesia.....	12	2,203.8	2,189.6	2,160.0	2,200.8	3,311.4	* 3,050.9	2,715.0	-11.0		
Germany.....	13	1,903.9	2,200.1	1,810.9	1,742.9	2,538.8	* 1,845.9	2,320.5	25.7		
India.....	14	1,459.1	1,498.2	1,468.2	1,866.4	2,095.7	* 2,128.2	2,220.5	4.3		
Dominican Republic.....	15	2,153.8	2,081.9	1,667.4	1,694.7	1,943.5	1,752.1	1,812.2	* 3.4		
Spain.....	16	1,242.3	1,337.4	1,253.4	1,551.9	1,977.0	1,585.6	1,759.5	11.0		
Guatemala.....	17	1,758.2	1,732.2	1,673.2	1,598.6	1,597.7	* 1,613.5	1,670.6	3.5		
Australia.....	18	4,463.3	3,732.2	2,456.5	1,951.7	1,702.2	1,557.2	1,622.5	4.2		
Hong Kong.....	19	1,278.1	1,313.7	1,194.5	1,044.6	1,459.5	1,408.5	1,575.7	11.9		
Italy.....	20	1,833.2	1,225.4	1,253.2	1,245.8	2,033.4	1,757.1	1,525.9	* -13.2		
Turkey.....	21	1,192.5	1,270.6	1,070.3	1,128.7	1,245.3	1,249.9	1,437.4	15.0		
United Arab Emirates.....	22	1,405.7	1,392.2	1,259.6	1,380.9	1,464.1	1,558.1	1,412.2	-9.4		
Saudi Arabia.....	23	697.3	709.8	764.1	1,021.1	1,315.9	1,313.3	1,347.4	2.6		
Honduras.....	24	2,262.7	1,994.2	1,867.7	1,791.8	1,893.1	1,425.4	1,297.1	* -9.0		
Thailand.....	25	1,732.6	1,505.5	1,784.0	1,870.4	2,812.2	1,087.3	1,024.4	-5.8		
Egypt.....	26	549.4	548.1	450.4	575.5	795.9	768.8	984.1	28.0		
Ireland.....	27	733.5	744.0	714.7	913.0	1,109.4	973.7	969.9	* -0.4		
Costa Rica.....	28	1,036.8	1,186.8	1,119.8	1,195.2	1,199.7	* 820.3	959.5	17.0		
Malaysia.....	29	722.8	761.5	705.0	870.0	1,011.4	* 924.9	936.2	1.2		
Panama.....	30	1,005.2	1,060.4	928.6	1,191.8	1,192.9	* 1,004.2	897.8	-10.6		
Chile.....	31	1,346.1	1,152.5	1,077.6	771.2	1,045.8	* 768.1	892.5	16.2		
Brazil.....	32	863.9	915.8	762.6	813.8	920.5	874.0	854.9	-2.2		
Belgium-Luxembourg.....	33	894.5	1,022.6	1,065.4	1,336.8	1,594.0	1,002.9	853.5	-14.9		
Singapore.....	34	869.1	945.1	1,056.0	973.3	1,042.2	* 556.1	833.5	49.9		
Bangladesh.....	35	18,103.6	18,084.3	16,341.5	18,492.3	20,751.1	19,240.5	17,846.7	-7.2		
REST OF WORLD.....											
Export Concentration Ratios (% of Total)											
TOP MARKET.....	-	15.3	16.4	16.5	19.4	18.3	18.6	17.7	-0.9		
TOP 4 MARKETS.....	-	48.7	46.7	49.9	55.8	55.6	57.7	55.8	-1.9		
TOP 8 MARKETS.....	-	61.8	59.7	62.1	67.0	66.2	67.6	66.5	-1.1		
Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA											
Source: U.S. Census Bureau Trade Data											
* Denote Highest Export Levels Since at Least FY 1970											
www.fas.usda.gov/GATS											
GATSHelp@fas.usda.gov											

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA
 Source: U.S. Census Bureau Trade Data

* Denote Highest Export Levels Since at Least FY 1970

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Appendix 2: Lobito Corridor Timeline



Attachments:

No Attachments

Attachments:

No Attachments.