



# EVALUATING EGG MARKET PRICE TRENDS

## West Africa Layer Chicken Analysis | 2026 Strategy Report

*An egg is a commodity — until you make it something else. At XAF 110 (USD 0.18), it is interchangeable with every other egg on the market. At XAF 180 (USD 0.30), it is a branded, traceable, specification-compliant product that a hotel purchasing manager pays for without negotiating. The price difference between those two eggs is not the production cost. It is market positioning.*

The ability to move from one price to the other — or at minimum to understand which market the farm is selling into and why that price exists — is the financial intelligence that determines whether a layer operation is sustainable or perpetually marginal. Egg prices in West Africa move in response to identifiable forces: seasonal cycles, feed cost transmission, and supply dynamics.

## The West African Egg Market: Structure and Price Formation

Egg prices are negotiated bilaterally — each producer and each buyer agrees a price through direct negotiation at the time of sale. This creates significant price variation between channels, locations, and buyer relationships.

### The Price Stack in Cameroon (2026 Reference)

Channel	Typical Price (XAF)	USD Equiv.	Notes
Farm gate (bulk wholesale)	XAF 100–120	\$0.17–0.20	Lowest price; buyer collects
Wholesale market (trader)	XAF 110–130	\$0.18–0.22	Market collection points
Open-air retail	XAF 130–160	\$0.22–0.27	Direct to consumer
Semi-formal retail	XAF 140–170	\$0.23–0.28	Convenience premium
Hotel/Restaurant supply	XAF 150–200	\$0.25–0.33	Quality & reliability premium

Channel	Typical Price (XAF)	USD Equiv.	Notes
Supermarket shelf	XAF 160–210	\$0.27–0.35	Assembly/Transport margin

### Financial Impact (5,000-bird farm):

Farm gate wholesale @ XAF 115: **XAF 138,000,000 (USD 230,000)** per cycle.

Hotel + retail @ XAF 165: **XAF 198,000,000 (USD 330,000)** per cycle.

**Net Revenue Difference: XAF 60,000,000 (USD 100,000)**



## The Five Price Drivers

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### 1. Feed Cost Transmission

Feed is the fundamental cost floor. As maize and soybean prices rise, producers raise prices or reduce supply. In 2026, Maize is estimated at **XAF 260–300/kg**. Egg prices in premium channels (Hotels) transmit these costs more effectively than commodity channels.

### 2. Seasonal Demand Cycles

Demand peaks are tied to cultural and religious events. Understanding this allows for precise production timing.

- **December (Peak):** Christmas and New Year festivities.
- **April (High):** Easter period demand.
- **July-August (High):** School reopening and Eid festivities.

### 3. Seasonal Supply Variations

Many farmers stock in January, leading to a supply glut in May-June. **Strategy:** Stock counter-cyclically (e.g., in May) to reach peak production during the December holiday peak when others are depopulating.

### 4. Import Competition

Domestic supply is often undercut by imports from Brazil or Morocco in Nigeria, or regional flows in Cameroon. Quality differentiation (freshness, yolk color) acts as a buffer against these imports.

### 5. Festival and Event Spikes

Specialized demand in diplomatic communities (Yaoundé/Abuja) can command prices 20–35% above retail.

## Regional Price Variation

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**Douala:** Highest prices due to urban density and hospitality. (Hotel Supply: XAF 155–200).

**Yaoundé:** High premium for government and diplomatic sectors. (Diplomatic: XAF 160–210).

**Nigeria (Lagos/Abuja):** Highest prices in Nigeria. (Hotel Supply: NGN 350–480).

## Price Protection Strategies

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- **Supply Contracts:** Negotiate minimum price guarantees (e.g., XAF 155–165).

- **Buyer Diversification:** No single buyer should exceed 40% of production.
- **Production Timing:** Align peak laying (Week 24+) with December.
- **Quality Differentiation:** Invest in yolk pigmentation and branded trays.

## OTTO'S FARMS: THE PRIDE OF FARMING

