

Forest-based value chains by product

#GlobalGateway #ForOurPlanet

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Health products ingredients

Moabi butter



Recognized in the cosmetics sector, moabi butter is the subject of growing and dynamic demand both locally and on the European market.

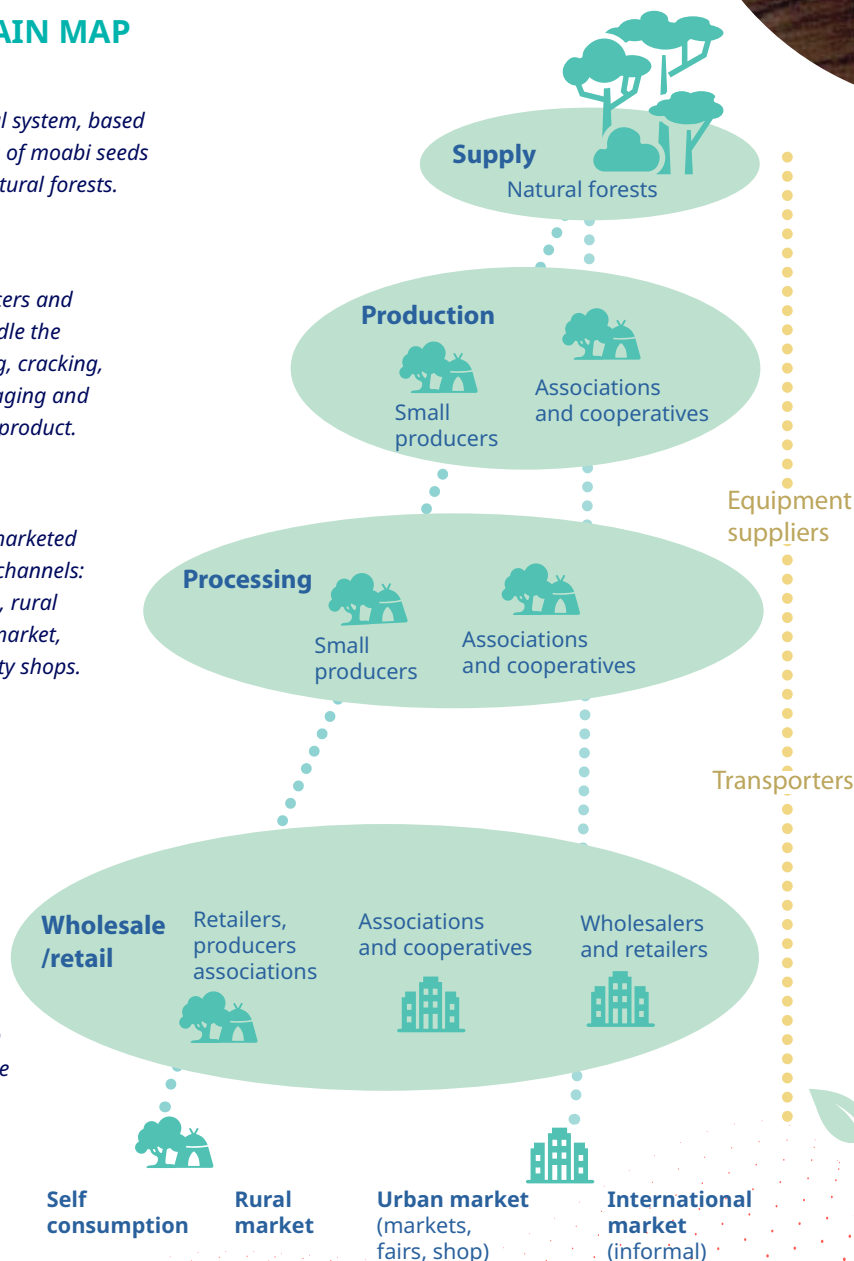
VALUE CHAIN MAP

A largely artisanal system, based on the harvesting of moabi seeds collected from natural forests.

Individual producers and cooperatives handle the harvesting, drying, cracking, processing, packaging and marketing of the product.

Moabi butter is marketed through various channels: self-consumption, rural retailers, urban market, fairs, and specialty shops.

The sector has a largely untapped export potential in international markets for natural and organic products, provided the high standards of these markets are met.



SCIENTIFIC NAME

Baillonella toxisperma

ORIGIN Collection of seeds from natural forests

USE Cosmetics and nutrition

PRICE From €400/L to €1,278/L for finished cosmetics

HS CODE 151590 fixed vegetable oils

PROPERTIES Revitalizes skin tissues, slows the appearance of wrinkles, improves muscle flexibility, relieves tension, aches, burns, injuries, scars, itching, and rheumatism

KEY FEATURES

- Slow-growing (50-70 years to maturity)
- Collection mainly by women/ small producers
- A butter is an oil that solidifies at ambient temperature
- Moabi oil is used in the composition of cosmetic products for the face, body and hair

CHALLENGES

- Lack of standards (harvesting and processing) and quality control
- Irregular supply
- Traceability

SUSTAINABILITY

Moabi butter production does not involve tree felling and adds value to the moabi tree, contributing to the preservation of this vulnerable species listed on the IUCN Red List.

EUROPEAN UNION INTERESTS IN THE VALUE CHAIN

Growing interest of EU cosmetic companies for **natural and organic products**, provided the quality, traceability and compliance requirements of the European market are met.



POTENTIAL SUPPORT FROM EU, MEMBERS STATES AND PARTNERS



Institutional and regulatory frameworks

→ Support the development of norms and application of laws



Value chain development

→ Formalisation of actors, technical and commercial trainings, marketing, technology transfer



Business environment

→ Tax incentive schemes, conducive investment climate



Long-term investments

→ Research & development, Global Gateway projects
→ Support to EU cosmetic companies and associations



CAMEROON

Export value of fixed vegetable oils (including moabi oil) increased from **€ 2 300** in 2020 to **€ 750 000** in 2024*

Key actors in Cameroon

- Eco Trading SARL
- TF-FC (Tropical Forest Food & Cosmetics)
- Groupements d'intérêts communs



GABON

The value of exports of fixed vegetable oils* (including moabi butter) is growing strongly, following the same trend as Cameroon with new players emerging and organising themselves.

Key actors in Gabon

- Gabon Cosmetic Cluster
- Myalo
- Terre des Bantus
- Gabon Boutique
- Association for the Development of the Culture of the Pygmy Peoples of Gabon (ADCPPG)

CASE STUDY



Through the Cosmetopoeia – Congo Basin fund, Cosmetic Valley supports projects that contribute to preserving the biodiversity of the Congo Basin forest while sustainably enhancing local plants resources in five countries.

In Gabon, the Cosmetic Gabon Cluster, in collaboration with Cosmetic Valley, plays a leading role in structuring and sustainably developing the moabi butter sector.

Distribution range of the moabi

* European imports of fixed vegetable oils – a category that includes moabi butter – demonstrate robust growth, **increasing 30%** from **2020** to **2024** (487,220 tonnes). This reflects Europe's shift toward niche vegetable oils for cosmetics.

Data source:

Forests for the Future Facility (F4F) - *EU Market Assessment of Seven Selected Non-Wood Forest Products (NWFPs) from West and Central Africa, 2025.*

Forests for the Future Facility (F4F) - *Gabon /Cameroun: Chaînes de valeur d'ingrédients forestiers pour des produits de santé, 2025.*

*A Global Gateway
flagship initiative*



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