

Consultancy for Market Intelligence Study

Reference No.: RQ9664
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Due Date for Responses: 03/20/2026

Background

Everyone deserves the opportunity to build a better future. This simple idea has been at the heart of TechnoServe's work around the world for over 50 years.

TechnoServe is a pioneer in leveraging the power of business and markets to create sustainable pathways out of poverty.

Enterprising people in low-income communities, whose small-scale farms and businesses are vital for economic development, face challenges like low literacy, limited access to jobs and markets, unstable political dynamics, and climate change effects.

Women and youth often face greater hurdles. By collaborating with TechnoServe, people are rising out of poverty, leading to increased incomes, better living conditions, and improved access to health and education for their families and communities..

The Inspiring Good Nutrition Initiatives Through Enterprise (IGNITE) program aims to increase millers' motivation and capability to fortify staple foods, leading to increased fortified food proportions across at least eight countries: Bangladesh, Ethiopia, India, Indonesia, Kenya, Nigeria, Pakistan, and Tanzania. IGNITE activates and expands the Millers 4 Nutrition (M4N) coalition to globally coordinate and locally implement sustainable technical assistance (TA) and services for millers.

These services establish business cases and develop processors' capabilities to improve fortification performance, achieving large-scale, relevant coverage sustained over time in countries where staple food fortification is a national strategy.

Nigeria still struggles with significant micronutrient deficiencies, notably iron deficiency anemia, despite current fortification and supplementation efforts. Mandatory Bouillon Fortification is a strategic, scalable, and sustainable vehicle to address this. Bouillon cubes and powders are widely and consistently consumed across all socio-economic and geo-political groups in Nigeria (99%-NFCMS 2024), making them an equitable platform to deliver essential micronutrients at scale. TechnoServe, through Millers for Nutrition, plans to support producers to ensure high quality, adequately fortified bouillon, in line with the national code of practice.

Nigeria continues to struggle with significant micronutrient deficiencies, such as prevalent iron deficiency anemia, especially among women of reproductive age and young children.

This is despite existing interventions like mandatory fortification of wheat flour, edible oil, and sugar, as well as supplementation and dietary diversification programs.

Mandatory Bouillon Fortification offers a strategic, scalable, and sustainable path to deliver essential micronutrients at scale, aligning with Nigeria's national fortification strategy and translating national nutrition commitments into measurable public health impact. Bouillon cubes and powders are an ideal vehicle because they are:

- Widely Consumed: Used by 99% of the population (NFCMS 2024), spanning all socio-economic groups and geo-political zones.
- Daily Staple: Used daily in consistent quantities.
- Integrated into Routine: Embedded in routine household cooking practices in both urban and rural settings.

Their widespread and frequent consumption ensures equitable population reach.

Through the Millers for Nutrition initiative, TechnoServe aims to bolster the technical, operational, and commercial capabilities of Nigerian bouillon cube producers. This support is intended to ensure they consistently deliver high-quality, adequately fortified bouillon in compliance with the national code of practice.

Scope of Work

The study will identify the different major actors-(producers, brands, brand categories/flavors) driving national supply, as well as perceived barriers and appropriate incentives to advance multiple micronutrient fortification, by answering the following questions.

1. What is the total demand for bouillon in Nigerian
2. What is the local production volume (Domestic Industrial Production – DIP) and market share by companies, brands, and categories (Attainable Market –AM)?
3. What volume is supplied through imports?
4. Which industry associations represent the sector?
5. Where are producers located, and what is their production capacity (by state and volume/tons)?
6. What barriers and incentives influence adoption of multiple micronutrient fortification, particularly regarding incremental costs?

Deliverables

The consultant will develop a report covering:

Market Overview and Analysis

- Overview of Nigeria's bouillon processing market by capacity, market share, brands, and flavors.
- Demand versus supply analysis in the condiments market.
- Market share assessment and list of major local processors.
- Impact of imports compared to local production. Stakeholders and Supply Chain
- Identification of key stakeholders, associations, and major producers.
- Mapping of manufacturers, distributors, and sales actors across geo-political zones.
- Supply chain analysis and key challenges affecting cost and product quality. *Fortification Assessment*
- Barriers and incentives for multiple micronutrients

fortification.

- Business case on incremental fortification costs (premix, packaging, registration, production). Methodology
 - Desk review of existing studies, policies, and regulations.
 - Primary research through interviews and surveys with key stakeholders. *Primary Research*
 - Interview key stakeholders, including public and industry representatives, retailers, and consumers.
 - Collect data through surveys and observations. *Deliverable*
 - Inception Report: Methodology and timeline. Draft Report: Key findings and initial recommendations.
 - Final Report: Comprehensive report with an executive summary (Word and PowerPoint).
1. Executive summary- Word and summarized PPT version
 2. Market size and business case analysis- Word and summarized PPT version.

Anticipated Start Date: 04/20/2026

Performance Location: Nigeria -Lagos

Additional Information: The Consultant reports to the Program Manager for the 5-week assignment.

Milestones include Desk Review, Industry Interviews, First Draft, and Final Report. All deliverables must be submitted electronically in editable formats. The report must cover study objectives, industry overview, sector analysis, conclusions, and recommendations.

Required Qualifications & Experience:

- **Experience:** Minimum 10 years in the food and beverage industry, specializing in food processing, supply chain, sales, and/or distribution. Similar research experience is highly desirable.
- **Education:** Required Master's degree or higher in Nutrition, Marketing, or Business Administration.
- **Knowledge:** Comprehensive understanding of Nigerian (and ideally West African) regulatory frameworks and government policy on food fortification.
- **Skills:** Strong data analysis and excellent verbal/written communication.
- **Added Advantage:** Demonstrated project management experience.

To Apply: Submit a proposal (outlining assignment understanding, approach, and work plan), a detailed budget with cost breakdown, and a portfolio of relevant past work (essential).

Response Instructions: Submissions must be received by **03/20/2026**, in **English**, with prices in **NGN**. All responses must include: detailed cost with taxes, proposed payment terms, and contact information (name, email, phone). Firms must provide a brief company outline, full legal name/address, jurisdiction of incorporation, owners'/principal officers' full legal names/citizenship, and establishment year. Consortia must provide this information for each member. Attached files must be 10 MB or smaller; compressed (ZIP, RAR) or executable files will be rejected.

Submit responses to: buy+RQ9664@tns.org

Note: DO NOT email your response to any employee of TechnoServe or deliver your response in hard copy to a TechnoServe office. Failing to adhere to these instructions may make your response ineligible for consideration.

Terms and Conditions

This solicitation shall not be construed as an offer by TechnoServe. Responses must be submitted on or before the date indicated.

- Any quotes that are unresponsive will be summarily rejected.
- Responses to this solicitation shall be deemed binding offers and must remain valid for acceptance for no less than 90 days from the closing date of this solicitation.
- Any purchases resulting from this solicitation will be governed by TechnoServe's contractual terms and conditions, and may be subject to additional terms as required by donors funding the purchase.
- TechnoServe expressly reserves the right to accept or reject any quote or to cancel the solicitation process at any time without explanation, with no liability to any respondent.
- TechnoServe may, at its discretion, accept all or part of a respondent's offer.
- All information provided by TechnoServe in this solicitation is given in good faith; however, details are subject to change. TechnoServe may require respondents to enter into a non-disclosure agreement as a prerequisite for consideration.
- Respondents bear sole responsibility for all costs incurred in connection with the preparation of their response, including any third-party expenses.
- All responses shall become the property of TechnoServe.
- Respondents must fully disclose any conflicts of interest pertaining to this solicitation. Failure to comply may result in disqualification.

Request Files

The following attached files, if any, represent an important part of this solicitation. No Request Files Found

Selection Criteria

Submissions will be evaluated based on the following criteria and rating methodology.

Selection Criteria	Max Points
Technical Proposal	40
Past Experience with evidence of past similar work	30
Price, inclusive of all delivery, fees, taxes, and other charges	20
Ability of the vendor to deliver goods/services in line with the dates requested	10