

Invest in Sergipe: **COCONUT** **COCO-DA-BAÍÁ**

COCONUT (COCOS NUCIFERA)

Our mission is to promote a competitive and sustainable business environment, connecting opportunities to the state's potential.

The coconut (*Cocos nucifera*) is one of the most versatile resources of Brazilian agrobusiness with applications ranging from food to the cosmetics and energy industries.

Its production chain generates billions and offers diverse opportunities for investors, especially in the Northeast.

Expanding Market Potential

The Northeast coconut market is expanding:

- Regional production of 1.54 million tons in 2023
- Turnover of R\$ 1.07 billion in 2023
- Consumer market of 47 million people within a 500 km radius
- Regional economic growth forecast of 3.8% for 2024

The versatility of the coconut creates multiple business opportunities:

- **Food:** coconut water, pulp, milk, oil, and flour
- **Cosmetics:** base for premium beauty products
- **Textiles:** fibers for rugs, ropes, and hats
- **Automotive:** sustainable components
- **Energy:** bio-oil as an alternative to aviation aviation fuel

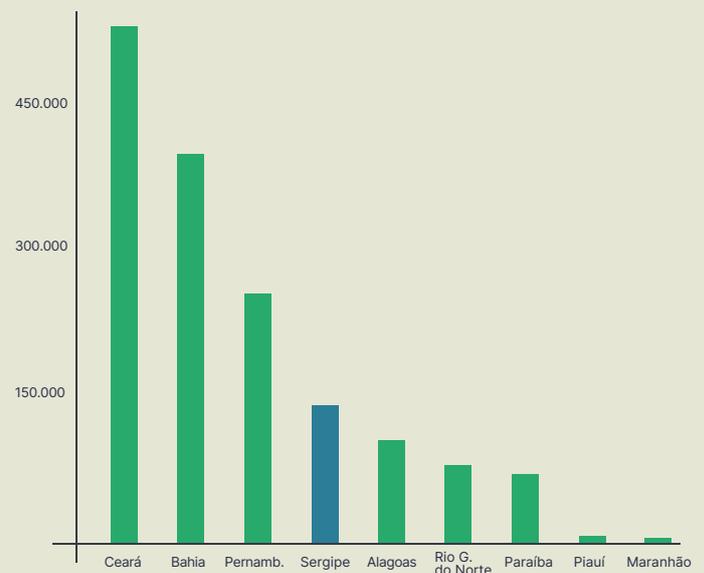
Export Potential

Brazil's Northeast region is well established in international markets for coconut based products.

The states of Ceará, Bahia, and Pernambuco are the largest producers of coconuts in the region.



Northeast: Coconut (*Cocos nucifera*) production (in tons) 2023



Source: IBGE - Municipal Agricultural Production, 2023.





Sergipe: Strategic Location and Consolidated Production

With 131,688 tons produced in 2023 and a turnover of R\$ 124.2 million, Sergipe occupies a privileged position:

- 4th largest producer of coconut in the Northeast
- 5th highest value-added product in state agriculture
- Average productivity of 6,604 kg/hectare
- Production hubs established in Neópolis, Estância, and Santa Luzia do Itanhý.

Sergipe: Production of Coconut (Cocos nucifera)



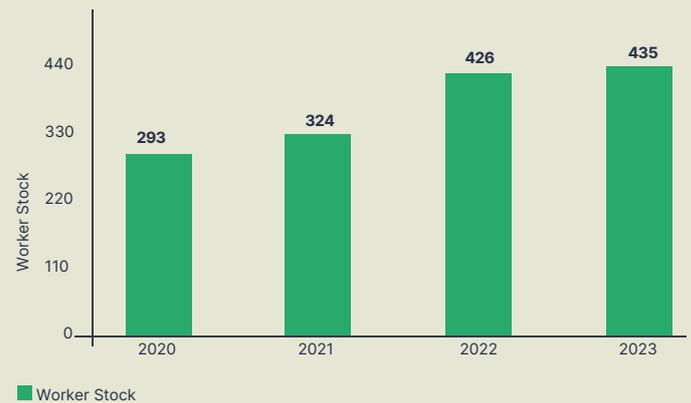
Source: IBGE - Municipal Agricultural Production, 2023.

Dynamic and sustainable job market

Coconut cultivation drives formal job creation:

- 48% increase in the number of formal workers between 2020 and 2023
- 435 formal jobs in 2023
- Average salary of R\$ 1,586.08 in 2023
- 18.7% growth in average remuneration since 2020
- Municipalities such as Neópolis, Estância, and Santa Luzia do Itanhý, in Sergipe, are examples of how this activity can transform local realities, combining productivity and social inclusion.
- Prospects for job expansion with new agro-industrial investments

Sergipe: Stock of Formal Workers in Coconut (Cocos nucifera) Cultivation (2020-2023)



Source: MTE, RAIS, various years. Note: For the years 2020 and 2021, the remuneration data is from the month of December of the respective years.

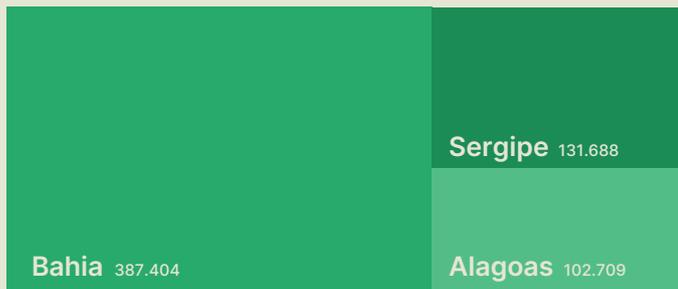
Sealba Region: Production and Consumption

The placement in the SEALBA region (Sergipe, Alagoas, and Bahia) guarantees competitive advantages:

- Concentration of 40.24% of Northeast's coconut production
- Joint production of 621,801 tons in 2023
- R\$ 485.6 million in turnover in the region
- GDP growth projection for 2024: 3.2% (Sergipe), 3.1% (Alagoas), and 3.2% (Bahia)
- Integrated logistics infrastructure facilitating distribution and export



Coconut (Cocos nucifera) production in the SEALBA region (in tons)



Source: IBGE - Municipal Agricultural Production, 2023.

Business Opportunities for Investors

The coconut production chain offers several investment opportunities:

Industrialization of food derivatives:

- Bottled coconut water (growing market)
- Coconut milk and grated coconut
- Coconut oil for food consumption
- Flour and confectionery products

High value-added products:

- Coconut-oil-based cosmetics
- Bio-oil as a sustainable alternative to aviation fuel
- Ingredients for the pharmaceutical industry
- Functional products

Biomass utilization:

- Products derived from the husk (mats, ropes, hats)
- Components for the automotive industry
- Agricultural substrates
- Activated charcoal and briquettes
- Organic-certified coconut oil
- Fresh or desiccated coconut
- Premium coconut water
- Value-added processed products

Why Invest in Sergipe

The cultivation of coconut (Cocos nucifera) drives formal job creation.

Strategic geographic position: Close to the main consumer markets in the Northeast and offering ease of export

Productive tradition: Consolidated know-how and specialized labor

Structured value chain: Stable supply of raw materials

Government support: Incentive policies for agribusiness

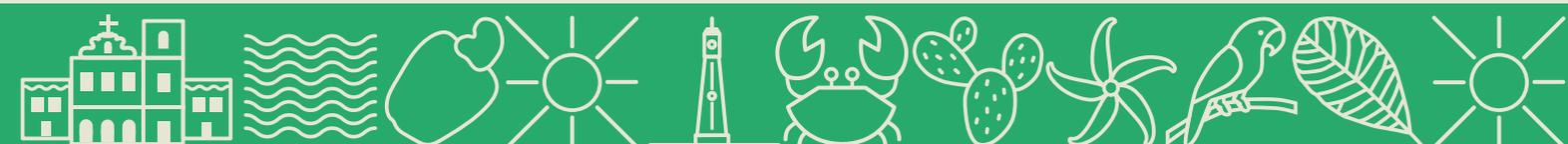
Favorable consumer trends: Growing demand for natural, healthy, and sustainable products

Innovation and sustainability: Opportunities to develop new products aligned with global trends

Desenvolve-SE and the State Secretariat for Agriculture and Rural Development (Seagri) offer full support to entrepreneurs interested in investing in the coconut (Cocos nucifera) sector in Sergipe, including:

- Identification of strategic areas for implementation
- Information on available tax incentives
- Facilitation of the installation process
- Connection with local producers and cooperatives

Contact our team today and discover how to turn the potential of Sergipe's coconut (Cocos nucifera) sector into a successful business!





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