

Title: **Analysis of Smoked Fish Marketing in Nigeria**

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Abstract: The study examined marketing of smoked fish in Ondo State, Nigeria. It specifically examined socio-economic characteristics of the respondents, determined the profitability of smoked fish marketing and examined the market structure for smoked fish in the study area. A multistage sampling technique was used to select 84 smoked fish marketers in the study area and structured questionnaire administered on them. Descriptive statistics, Gross margin and Gini coefficient were used to analyse the data collected. The study revealed that 78.57% of the respondents were females while 21.43% of them were males. The Gross margin analysis showed that an average marketer incurred an average variable cost of N136,087.74 per month but earned an average revenue of N152,098.21 per month. This indicates that an average marketer earned a gross margin of N16,010.48 per month which shows that smoked fish marketing is a profitable venture in the study area. The study also revealed the Gini Coefficient of 0.58542 indicating a high level of concentration and hence high level of inefficiency in the market for smoked fish.