

## **Chocolate Confectionery in Nigeria**

Market Direction | 2022-08-17 | 22 pages | Euromonitor

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### **Report description:**

Chocolate confectionery is expected to continue to post very strong retail current value growth over 2022. The start of an economic recovery in 2022 supports value growth, although, as retail volume sales are set to rebound only slightly, inflationary pressure is significantly boosting the value performance. However, economic conditions are still quite challenging for the majority of the population, and chocolate confectionery's consumer base remains largely by middle-to-upper-income consumers l...

Euromonitor International's Chocolate Confectionery in Nigeria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Chocolate Confectionery market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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