

Yoghurt and Sour Milk Products in Nigeria

Market Direction | 2022-09-22 | 21 pages | Euromonitor

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Report description:

Yoghurt fares better than other dairy products in 2022 and is expected to register a double-digit value increase and only a slight decline in volume sales. On the other hand, value sales of sour milk products still remain negligible, and instead Nigerian consumers purchase the popular fura da nono drink, which is an unpackaged fermented drink. Drinking yoghurt is the dominant segment in yoghurt, as the vast majority of Nigerian consumers consume yoghurt on-the-go. As a result, drinking yoghurt h...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products 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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Summary 1 Research Sources

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