

Sweet Spreads in Nigeria

Market Direction | 2022-11-07 | 21 pages | Euromonitor

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Report description:

As most sweet spreads are imported, the retail volume sales performance suffered due to weak consumer spending power and the depreciation of local currency, which impacted import supplies and costs and led to high unit prices. Sweet spreads have not achieved essential status in Nigeria and remained quite niche up to 2022. However, demand did grow strongly prior to 2020, as more consumers used sweet spreads as novel complements for bread. Nonetheless, as Nigerians focused their spending on essent...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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Euromonitor International
November 2022

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Local brands help to limit the decline in demand for honey and nut and seed based spreads

Small local grocers dominates distribution through convenience

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Improving economic conditions and retail modernisation to boost the demand for sweet spreads

Honey and nut and seed based spreads to continue to grow in popularity

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