

## **Baked Goods in Nigeria**

Market Direction | 2022-11-28 | 23 pages | Euromonitor

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### **Report description:**

Baked goods recorded decline in volume sales terms in 2022 due largely to the significant increase in unit prices, as well as reduced consumer spending power caused by inflation in the economy. The sharp unit price increase inevitably benefited value sales, which registered strong double-digit growth in the year, particularly as baked goods are essential items, so a certain level of volume sales were maintained despite price inflation.

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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