

## **Staple Foods in Nigeria**

Market Direction | 2022-11-28 | 63 pages | Euromonitor

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### **Report description:**

Staple foods in Nigeria saw a weak performance in volume terms in 2022 despite being a category that offers essential products for the population. Growth was strongly impacted by unit price increases, which led consumers to seek alternatives to packaged products for several categories. Strong price increases were caused by the strong depreciation of the local currency and by global supply disruptions due to the Russia-Ukraine conflict, particularly for categories that rely on wheat, such as brea...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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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