

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 bread...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

Table of Contents:

Staple Foods in Nigeria

Euromonitor International

November 2022

List Of Contents And Tables

STAPLE FOODS IN NIGERIA

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2017-2022

Table 2 Sales of Staple Foods by Category: Value 2017-2022

Table 3 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 4 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 6 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Staple Foods by Format: % Value 2017-2022

Table 9 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 10 Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baked goods record volume decline due to significant price increases in 2022

Rising wheat price worsened by the Russia-Ukraine conflict

Pastries and cakes decline as consumers reduce spending and seek alternative snacks

PROSPECTS AND OPPORTUNITIES

Economic recovery and exchange rate stability will boost growth of baked goods

Growing urban population also set to drive future demand

Migration to packaged baked goods as consumers demand convenience and variety

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2017-2022

Table 14 Sales of Baked Goods by Category: Value 2017-2022

Table 15 Sales of Baked Goods by Category: % Volume Growth 2017-2022

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Table 16 Sales of Baked Goods by Category: % Value Growth 2017-2022

Table 17 Sales of Pastries by Type: % Value 2017-2022

Table 18 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 19 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 20 Distribution of Baked Goods by Format: % Value 2017-2022

Table 21 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 22 □Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

BREAKFAST CEREALS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Breakfast cereals grow as consumers switch from bread and appreciate their convenience

Strong unit price rise in 2022 due to sharp rise in cost of raw materials

New product development continues despite the tough conditions

PROSPECTS AND OPPORTUNITIES

Breakfast cereals to grow well driven by the growing urban working population seeking convenience and economic recovery

Increased competition amongst local brands set to boost performance

Health positioning to drive future sales of hot cereals and muesli/granola

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 26 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 31 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales decline due to strong unit price rises and weakened consumer spending power

Frozen processed poultry maintains positive volume sales due to its affordability and essentiality

Niche categories frozen seafood and red meat see a strong volume decline as consumers tighten their belts

PROSPECTS AND OPPORTUNITIES

Price stability, desire for convenience and rising urbanisation to boost growth over the forecast period

Frozen processed poultry to continue good growth due to its convenience and affordability

Shelf stable seafood to drive overall growth as consumer incomes improve

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 41 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 42 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 43 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022

Table 44 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 45 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 46 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022

Table 47 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

PROCESSED FRUIT AND VEGETABLES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales decline due to strong price increases and consumer focus on essential products in 2022

Shelf stable vegetables posts positive growth as consumers eat out less

Stronger decline of foodservice due to price rises and consumers tightening their belts

PROSPECTS AND OPPORTUNITIES

Demand to be boosted by economic recovery, stable exchange rate and Western food trend

Processed vegetables to drive overall growth, driven by consumer demand for healthy and convenient food

Modern grocery retailers expected to boost visibility and sales as consumers seek convenient shopping channels

CATEGORY DATA

Table 49 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 50 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 51 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 52 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 53 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022

Table 54 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 55 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 56 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022

Table 57 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

RICE, PASTA AND NOODLES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume decline due to inflationary pressures and Russia-Ukraine conflict in 2022

Instant noodles benefit from their affordability as consumers switch from other staple foods

Pasta and rice struggle due to the popularity of cheaper unpackaged alternatives

PROSPECTS AND OPPORTUNITIES

Good growth expected as economy recovers and prices stabilise

Noodles to see further steady growth, although category has reached saturation

Exchange rate stability and rising disposable incomes to benefit rice and pasta

CATEGORY DATA

Table 61 Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022

Table 62 Sales of Rice, Pasta and Noodles by Category: Value 2017-2022

Table 63 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

Table 64 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 65 Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022

Table 66 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 67 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 68 NBO Company Shares of Rice: % Value 2018-2022

Table 69 LBN Brand Shares of Rice: % Value 2019-2022

Table 70 □NBO Company Shares of Pasta: % Value 2018-2022

Table 71 □LBN Brand Shares of Pasta: % Value 2019-2022

Table 72 □NBO Company Shares of Noodles: % Value 2018-2022

Table 73 □LBN Brand Shares of Noodles: % Value 2019-2022

Table 74 □Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022

Table 75 □Distribution of Rice by Format: % Value 2017-2022

Table 76 □Distribution of Pasta by Format: % Value 2017-2022

Table 77 □Distribution of Noodles by Format: % Value 2017-2022

Table 78 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027

Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027

Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027

Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

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