

## **Ice Cream in Nigeria**

Market Direction | 2022-08-17 | 25 pages | Euromonitor

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### **Report description:**

Ice cream saw a decline in retail volume sales in 2020, due to the restrictions on consumer mobility in light of the Coronavirus (COVID-19) pandemic. This was followed by slow growth in 2021, largely due to a rebound in frozen yoghurt, as the economic recession and depreciation of the local currency continued to hit ice cream sales. However, ice cream's performance is set to improve over 2022, with a return to retail volume growth for impulse and take-home ice cream. Strong growth in retail curr...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

### **Why buy this report?**

- \* Get a detailed picture of the Ice Cream 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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