

Snacks in Nigeria

Market Direction | 2023-07-17 | 67 pages | Euromonitor

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Report description:

2023 is proving to be a challenging year for snacks in Nigeria, as high inflation continues. Decline in volume sales is affecting all categories, though generally at a much milder rate than was seen in 2022's sharp fall. Inflationary pressures mean local consumers are suffering from curbed incomes and thus reducing their spending in several areas, including snacks. Though most items within snacks tend to be affordable and widely regarded in Nigeria as important and highly desirable, the continuo...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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