

## **Sugar Confectionery in Nigeria**

Market Direction | 2023-07-17 | 21 pages | Euromonitor

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### **Report description:**

After years of robust volume growth, even under challenging economic conditions, sugar confectionery in Nigeria saw a significant downturn in 2022 in a trend that has carried on into 2023 albeit at a substantially more tempered pace. The main factors behind the decline in volume during 2022 were inflationary conditions and steep unit price increases. Although economic conditions have seen some improvement in 2023, they remain predominantly adverse, continuing to drive negative volume growth.

Euromonitor International's Sugar Confectionery 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

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

- \* Get a detailed picture of the Sugar Confectionery 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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Euromonitor International

July 2023

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