

Breakfast Cereals in Nigeria

Market Direction | 2023-11-24 | 21 pages | Euromonitor

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Report description:

Breakfast cereals recorded a substantial decline in retail and foodservice volume sales in 2023 due to adverse economic conditions and high inflation. Besides local currency depreciation, there was a cash shortage caused by a Federal Government demonetisation policy and fuel price hikes. While average unit prices increased substantially, consumer incomes were also severely strained by inflation, leading most Nigerians to prioritise essential goods. Since breakfast cereals has many substitutes, i...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Limited competition in 2023 activity as profit margins are reduced

Children's breakfast cereals benefit from growing child population and convenience factor

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Growing child population will drive growth over the forecast period

Increasing competition and local production set to boost demand

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