

Ice Cream in Nigeria

Market Direction | 2024-06-27 | 23 pages | Euromonitor

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Report description:

Ice cream in Nigeria is suffering from declining retail volume sales in 2024, with inflationary pressures undermining consumer purchasing power and a depreciating local currency making products less affordable for most consumers as prices rise. The decline in 2024 follows the decline in 2023, when similar economic conditions impacted on demand. Ice cream is generally a higher-priced snack in Nigeria, so lower consumer spending power has a substantial impact on demand. Apart from frozen yoghurt,...

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 2019-2023, 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 2028, 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.

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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2024

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