

## **Savoury Snacks in Nigeria**

Market Direction | 2024-06-27 | 21 pages | Euromonitor

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### **Report description:**

Savoury snacks in Nigeria is seeing volume sales fall in 2024, suffering the impact of inflation, weakened consumer spending power, and rising unit prices - depreciation of the local currency is leading to price hikes in in imported finished products and raw materials. As such, Nigerians are reducing their consumption of savour snacks and the category continues to fall in a pattern following on from 2023, though at a slower rate in 2024. Many savoury snacks have cheaper unpackaged substitutes av...

Euromonitor International's Savoury 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 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood 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 Savoury 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Savoury snacks struggles amid tough economic conditions in 2024  
Consumer focus on familiar and affordable options, limiting sales of niche areas  
Savoury biscuits benefits from familiarity and comparatively low cost

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Economic progress will support category sales during forecast period  
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