

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria**

Market Direction | 2024-06-27 | 26 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars, and fruit snacks is declining in retail volume terms in 2024 in Nigeria, falling to the same negative impact of inflationary conditions on consumer spending as is seen throughout all snacks categories. High inflation persists, forcing consumers to reduce consumption and seek affordable alternatives where possible - for example, in unpackaged snacks. Manufacturers are having to continue with strong unit price increases in 2024 as the local currency continues to depreci...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

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

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN NIGERIA

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2024 DEVELOPMENTS

Volume sales fall in face of economic trouble

Sweet biscuits performs best

Fruit snacks suffers from consumer shift to lower-cost alternatives, and overall category sees some development

PROSPECTS AND OPPORTUNITIES

Economic recovery and rising disposable incomes will have positive impact

Competitive activity will lead to greater variety of available products

Fruit snacks to see strong growth in line with health and wellness trends

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