

## **Cheese in Nigeria**

Market Direction | 2024-08-20 | 20 pages | Euromonitor

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### **Report description:**

In 2024, cheese, being a niche and non-essential category in Nigeria, continues to experience a notable decline in volume terms. The high inflation rates have significantly constrained consumer spending power, leading to a substantial reduction in demand for cheese products. This decline is further exacerbated by the sharp increase in unit prices, which rose by over 35% in 2023 and more than 30% in 2024. Given the perception of cheese as a luxury product, typically consumed as a novelty when dis...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- \* Get a detailed picture of the Cheese 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 reliable information resources to help drive informed strategic planning.

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