

Dairy Products and Alternatives in Nigeria

Market Direction | 2024-08-20 | 69 pages | Euromonitor

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Report description:

Inflationary pressures have negatively affected dairy products and alternatives sales in Nigeria in 2024, following an even more severe impact in the preceding year. With consumer spending power significantly reduced and consumers prioritising the most affordable options, industry participants continue to focus on smaller pack sizes for their brands. However, as this strategy had already been extensively implemented over the review period, there is limited scope for further reductions. Illustrat...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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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