

Plant-Based Dairy in Nigeria

Market Direction | 2024-08-20 | 19 pages | Euromonitor

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Report description:

Plant-based dairy in Nigeria experiences a notable decline in volume sales in 2024, continuing the downward trend observed in 2023. This decline is largely attributed to inflationary pressures that have significantly weakened consumer spending power and led to substantial unit price increases across brands in the category. As a niche market, plant-based dairy products are primarily consumed for their novelty and perceived nutritional benefits. However, the high price sensitivity of consumers in...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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Table of Contents:

Plant-Based Dairy in Nigeria
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List Of Contents And Tables

PLANT-BASED DAIRY IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in volume sales due to economic challenges

Almond milk outperforms, soy drinks struggle

Limited new product development amidst economic pressures

PROSPECTS AND OPPORTUNITIES

High prices continue to challenge sales growth

Economic recovery and growth potential

Almond milk to lead growth, soy drinks to drive overall growth

CATEGORY DATA

Table 1 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 2 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 3 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 4 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 5 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 6 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 7 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 8 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN NIGERIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 9 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 10 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 12 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 13 Penetration of Private Label by Category: % Value 2019-2024

Table 14 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 15 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 16 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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