

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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