

Baked Goods in Nigeria

Market Direction | 2024-12-05 | 23 pages | Euromonitor

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Report description:

Baked goods, despite their essential status in the Nigerian diet, have experienced a notable decline in volume sales in 2024. This downturn has been driven by a combination of inflationary pressures and significant increases in product prices, which have eroded consumer purchasing power. The primary cause has been the rising import costs of wheat, sugar, and other key ingredients, exacerbated by the depreciation of the Naira. Between April 2023 and April 2024, the cost of a 50kg bag of wheat flo...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Baked Goods in Nigeria
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List Of Contents And Tables

BAKED GOODS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices drive decline in volume sales

Bread sustains demand amid challenges

Economic pressures stifle product innovation

PROSPECTS AND OPPORTUNITIES

Innovative ingredients as a pathway to growth

Economic recovery to bolster demand

Growth potential for cakes and frozen baked goods

CATEGORY DATA

Table 1 Sales of Baked Goods by Category: Volume 2019-2024

Table 2 Sales of Baked Goods by Category: Value 2019-2024

Table 3 Sales of Baked Goods by Category: % Volume Growth 2019-2024

Table 4 Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 5 Sales of Pastries by Type: % Value 2019-2024

Table 6 NBO Company Shares of Baked Goods: % Value 2020-2024

Table 7 LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 8 Distribution of Baked Goods by Format: % Value 2019-2024

Table 9 Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 10 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 11 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

STAPLE FOODS IN NIGERIA

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for Cooking Ingredients and Meals?

MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2019-2024

Table 14 Sales of Staple Foods by Category: Value 2019-2024

Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Staple Foods by Format: % Value 2019-2024

Table 21 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 22 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Baked Goods in Nigeria

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