

Breakfast Cereals in Nigeria

Market Direction | 2024-12-05 | 22 pages | Euromonitor

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Report description:

Breakfast cereals have experienced a decline in volume terms in 2024 due to the significant impact of inflationary economic conditions on consumer spending power. The rise in the price of breakfast cereals, coupled with the broader economic situation, has resulted in reduced consumption, while simultaneously driving strong growth in current value sales. Consumers have been highly price-sensitive, leading many to opt for cheaper alternatives, such as local unpackaged cereals, in place of more exp...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Children's breakfast cereals perform well as children form the major consumer base for breakfast cereals
Companies increase the offering of small pack sizes to boost affordability

PROSPECTS AND OPPORTUNITIES

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