

## Edible Oils in Nigeria

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

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### Report description:

Despite edible oils being an indispensable component of Nigerian cuisine, the category has faced challenges in 2024, largely due to the persistent inflationary pressures that have significantly eroded consumer purchasing power. Inflation, which has continued from 2023, has contributed to substantial increases in the unit prices of edible oil brands. Nonetheless, the category has managed to achieve marginal volume growth in 2024, as consumers, constrained by their reduced ability to dine out, hav...

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

### Why buy this report?

- \* Get a detailed picture of the Edible Oils 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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