

## **Processed Fruit and Vegetables in Nigeria**

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

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### **Report description:**

In 2024, processed fruit and vegetables has experienced a pronounced decline in volume sales, driven by the effects of inflation on consumer purchasing power. Many of these products, despite being essential complements to popular dishes like jollof rice served during social events, have been deprioritised as consumers focus on more basic necessities. Rising prices, largely stemming from the reliance on imports, have further dampened demand, with the average unit price increasing by approximately...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

### **Why buy this report?**

- \* Get a detailed picture of the Processed Fruit and Vegetables 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2024

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PROCESSED FRUIT AND VEGETABLES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary economic conditions lead to volume decline  
Shelf stable vegetables perform best due to their relative essentiality  
Smaller brands are gaining share as they improve affordability

PROSPECTS AND OPPORTUNITIES

Pack size variety expected to boost demand across income groups  
Economic recovery to boost growth as incomes improve  
Frozen processed vegetables and frozen processed potatoes to grow well as they benefit from novelty and convenience

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