

## **Rice, Pasta and Noodles in Nigeria**

Market Direction | 2024-12-05 | 27 pages | Euromonitor

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### **Report description:**

Rice, pasta, and noodles have emerged as the best-performing category within staple foods in Nigeria in 2024, despite the overall decline in volume driven by falling sales of rice. High inflation and weakened disposable incomes have forced consumers to prioritise affordable and versatile staple foods, with pasta and noodles becoming particularly favoured for their cost-effectiveness and ease of preparation. While packaged rice has seen declines as consumers turn to cheaper unpackaged options, in...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- \* Get a detailed picture of the Rice, Pasta and Noodles 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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