

# Dairy Food in Nigeria to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the dairy food market in Nigeria. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

- \* Contains information on eight categories: spreadable fats, soy products, cheese, chilled desserts, cream, milk, fromage frais and yogurt
- \* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- \* Category level company and brand share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the dairy food market, including company overview, key facts and business description

### Highlights

The market for dairy food in Nigeria increased at a compound annual growth rate of 7% between 2004 and 2009.

The milk category led the dairy food market in Nigeria, accounting for a share of 56.4%.

Leading players in Nigerian dairy food market include Nestle S.A., West African Milk Company (WAMCO) and Unilever.

## **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the dairy food market in Nigeria
- \* Design effective marketing and sales strategies by identifying key market categories and segments
- \* Identify key players within the market to plan lucrative M&A, partnerships and agreements

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