

Nigeria Food and Drink Report Q3 2016

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Abstracts

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BMI View: Despite a weak economic and consumer outlook, Nigeria's food and drink industry will grow over 2016. Over our forecast period, economically priced products will outperform as strained consumers trade down price points to mitigate rising costs. Favourable demographics and a sizeable middle-class cohort will bolster growth throughout our forecast period.

Key Trends & Industry Developments

Food sales (local currency) growth y-o-y in 2016: +10.4%; compound annual growth rate (CAGR) 2015-2020: +10.4%.

Total alcoholic consumption (volumes) growth y-o-y in 2016: +3.9%; CAGR 2015-2020: +6.3%

Non-alcoholic drinks sales (local currency) growth y-o-y in 2016: +12.2%; CAGR 2015-2020: +11.9%.

High growth rates will be primarily driven by inflation.

Increased investment into infrastructure by the Nigerian government will drive growth in the mass grocery retail sector.

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