

Butter and Margarine in Nigeria

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Abstracts

Butter and margarine performed well in 2017, with retail volume sales growing by 2% and current value sales by 13%. This was a marked improvement on 2016, when the category saw retail volume and current value sales decline by 27% and 4%, respectively, due to economic recession and the sharp price hikes that resulted from the depreciation of Nigeria's currency. The category's recovery in 2017 was supported by modest growth in the Nigerian economy. Margarine and spreads in particular performed wel...

Euromonitor International's Butter and Margarine in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

Get a detailed picture of the Butter and Margarine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Packaged Food Benefits From Ongoing Shift Away From Unpackaged Products
Growth Limited by Economic Stagnation and High Inflation

Local Players Compete Well Against Multinationals

Modern Retailing Growing But Traditional Retail Still Dominates

Positive Growth Expected Over the Forecast Period

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Economic Stagnation and Exchange Rate Depreciation Have Negative Impact on
Packaged Food Growth in 2017

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Growth of Modern Retailing Helps To Spur Demand for Some Categories of Packaged
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