

# Chilled Processed Food in Nigeria

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## Abstracts

The lack of stable electricity supply in Nigeria, which would enable both retailers and consumers to chill food for long periods of time, has been a disincentive to the introduction of such products during the review period. However, with growing incomes among segments of the middle and upper class, and the possibility that the electricity infrastructure might be improved over 2014-2019, such products could very well increase their presence in Nigeria over the forecast period.

Euromonitor International's Chilled Processed Food 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

## Why buy this report?

Get a detailed picture of the Chilled Processed Food 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.

## Contents

Trends

Executive Summary

Packaged Food Continues To Perform Well in Nigeria

Modern Retail, Modern Tastes: Key Drivers of Growth in Packaged Food

Packaged Food Is A Very Competitive Market in Nigeria

Traditional Retail Is Giving Way To Modern Retail

Far From Mature, Packaged Food Has Plenty of Scope To Grow in Nigeria

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 2 Foodservice Sales of Packaged Food by Category: % Volume Growth  
2009-2014

Table 3 Forecast Foodservice Sales of Packaged Food by Category: Volume  
2014-2019

Table 4 Forecast Foodservice Sales of Packaged Food by Category: % Volume  
Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 5 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 6 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 7 Sales of Impulse and Indulgence Products by Category: % Volume Growth  
2009-2014

Table 8 Sales of Impulse and Indulgence Products by Category: % Value Growth  
2009-2014

Table 9 NBO Company Shares of Impulse and Indulgence Products: % Value  
2010-2014

Table 10 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 11 Forecast Sales of Impulse and Indulgence Products by Category: Volume  
2014-2019

Table 12 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 13 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 14 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Sales of Meal Solutions by Category: Volume 2009-2014

Table 16 Sales of Meal Solutions by Category: Value 2009-2014

Table 17 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 18 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 19 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 20 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 21 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 22 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 23 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 24 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 25 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 26 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 27 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 28 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 29 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 30 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 31 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 32 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 33 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 34 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

## Market Data

Table 35 Sales of Packaged Food by Category: Volume 2009-2014

Table 36 Sales of Packaged Food by Category: Value 2009-2014

Table 37 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 38 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 39 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 40 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 41 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 42 Distribution of Packaged Food by Format: % Value 2009-2014

Table 43 Distribution of Packaged Food by Format and Category: % Value 2014

Table 44 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 45 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 46 Forecast Sales of Packaged Food by Category: % Volume Growth  
2014-2019

Table 47 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

## Definitions

## Sources

## Summary 1 Research Sources

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