

# Consumer Foodservice in Nigeria

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## Abstracts

Weakened economic fundamentals have negatively impacted Nigerian consumers' purchasing power in 2023, resulting in slow growth of consumer foodservice. The cash crunch in the first quarter of the year as a result of the central bank changing the currency design caused cash shortages and wreaked social havoc in a country that has a cash-based economy. The scarcity of cash prevented many consumers, especially the unbanked, from making purchases, affecting the consumer foodservice industry. The rem...

Euromonitor International's Consumer Foodservice in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

**Product coverage:** Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

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

## Why buy this report?

Get a detailed picture of the Consumer Foodservice 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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