

Ice Cream and Frozen Desserts in Nigeria

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Abstracts

Retail volume sales of ice cream declined during 2020. This was largely due to COVID-19 restrictions, which led to a reduction in impulse purchasing and on-the-go consumption. Moreover, the economic shock of the pandemic led to a reduction in discretionary spending. This was exacerbated by a significant acceleration in the rate of unit price growth that was largely due to a decline in the foreign-exchange value of the naira.

Euromonitor International's Ice Cream and Frozen Desserts in Nigeria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, Ice Cream.

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

Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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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As restrictions on movement ease, demand for ice cream rebounds

Regarded by local consumers as an affordable treat, frozen yoghurt dominates

Mobile vendors a key distribution channel for leader Fan Milk

PROSPECTS AND OPPORTUNITIES

In spite of cost increases, a post-pandemic economic rebound will support strong growth in retail volume sales

Retail modernisation will help to drive strong growth in demand for multi-pack and bulk dairy ice cream

Retail modernisation will also make it easier for rivals to challenge the dominance Fan Milk Plc

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