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Pasta in Nigeria

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Abstracts

Although pasta suffered historically from the growth of noodles, it is making a return as manufacturers push products heavily, relying on consumers' desires for a wider range of tastes. Like noodles, pasta is also thought to be a quick to prepare meal compared to standard staples such as rice, with the only extra effort required being to prepare a sauce to consume with the pasta. Fortification of pasta with nutrients and vitamins, its affordability, easy preparation and its appeal to consumers.

Euromonitor International's Pasta 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

Why buy this report?

Get a detailed picture of the Pasta market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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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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Contents

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Sales of Pasta by Category: Volume 2009-2014
Table 2 Sales of Pasta by Category: Value 2009-2014
Table 3 Sales of Pasta by Category: % Volume Growth 2009-2014
Table 4 Sales of Pasta by Category: % Value Growth 2009-2014
Table 5 NBO Company Shares of Pasta: % Value 2010-2014
Table 6 LBN Brand Shares of Pasta: % Value 2011-2014
Table 7 Distribution of Pasta by Format: % Value 2009-2014
Table 8 Forecast Sales of Pasta by Category: Volume 2014-2019
Table 9 Forecast Sales of Pasta by Category: Value 2014-2019
Table 10 Forecast Sales of Pasta by Category: % Volume Growth 2014-2019
Table 11 Forecast Sales of Pasta by Category: % Value Growth 2014-2019
De-united Foods Industries in Packaged Food (nigeria)
Strategic Direction
Key Facts
Summary 1 De-United Foods Industries: Key Facts
Company Background
Production
Competitive Positioning
Summary 2 De-United Foods Industries: Competitive Position 2014
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 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

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Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014
Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019
Table 15 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 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014
Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014
Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014
Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014
Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014
Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014
Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019
Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019
Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019
Table 25 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 26 Sales of Meal Solutions by Category: Volume 2009-2014
Table 27 Sales of Meal Solutions by Category: Value 2009-2014
Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014
Table 29 Sales of Meal Solutions by Category: % Value Growth 2009-2014

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Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014
Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014
Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019
Table 33 Forecast Sales of Meal Solutions by Category: Value 2014-2019
Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019
Table 35 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 36 Sales of Nutrition/Staples by Category: Volume 2009-2014
Table 37 Sales of Nutrition/Staples by Category: Value 2009-2014
Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014
Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014
Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014
Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014
Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019
Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019
Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019
Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019
Market Data
Table 46 Sales of Packaged Food by Category: Volume 2009-2014
Table 47 Sales of Packaged Food by Category: Value 2009-2014
Table 48 Sales of Packaged Food by Category: % Volume Growth 2009-2014
Table 49 Sales of Packaged Food by Category: % Value Growth 2009-2014
Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014
Table 51 NBO Company Shares of Packaged Food: % Value 2010-2014
Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014
Table 53 Distribution of Packaged Food by Format: % Value 2009-2014
Table 54 Distribution of Packaged Food by Format and Category: % Value 2014
Table 55 Forecast Sales of Packaged Food by Category: Volume 2014-2019
Table 56 Forecast Sales of Packaged Food by Category: Value 2014-2019
Table 57 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019
Table 58 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019
Definitions

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Sources

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