

Processed Fruit and Vegetables in Nigeria

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Abstracts

Processed fruit and vegetables saw sharp volume decline in both retail and foodservice terms in 2023 as high inflation caused by local currency depreciation, Federal Government demonetisation policies and fuel price hikes led to substantial increases in unit prices and weakened consumer spending power. Many Nigerians tightened their belts, rationed, and prioritised essential staple foods, including fresh products. As a result of the high costs of importation and distribution, players within proc...

Euromonitor International's Processed Fruit and Vegetables 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

Get a detailed picture of the Processed Fruit and Vegetables 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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November 2023

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Shelf stable vegetables performs best, but still registers decline as local consumers reduce consumption

Imported processed fruit and vegetables suffer from local currency depreciation in 2023

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Growing urban population and modernisation of retail will increase demand for processed fruit and vegetables

Processed vegetables will drive overall growth, while frozen processed potatoes will benefit from the novelty factor

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