

# Processed Meat and Seafood in Nigeria

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## Abstracts

Restrictions on imports due to the COVID-19 crisis has led to a strongly diminished demand for processed meat and seafood as all product categories are dominated by imported brands. Thus, the category will see strong volume decline in 2020.

Performance has also been negatively impacted by the depreciation of local currency which makes imports very expensive. Furthermore, falling disposable incomes have led consumers to focus on essentials and cheaper products, so that instead of consuming frozen...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Meat Substitutes, Processed Meat, Processed Seafood.

**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 Meat and Seafood 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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### KEY DATA FINDINGS

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Restrictions and currency deprecation lead to decreased demand

Frozen processed poultry posts worst performance of the category despite previous year's growth

Unimer keeps value share majority thanks to Titus sardines

#### RECOVERY AND OPPORTUNITIES

Richer tastes, busier schedules, and a need for convenient cooking serve the processed meat and seafood category well

Shelf stable seafood drives growth, thanks to fans of fishy flavours

Competition to gain consumers' attention through building relationships with distributors

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