

Ready Meals in Nigeria

<https://marketpublishers.com/r/R700753857DEN.html>

Date: December 2020

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: R700753857DEN

Abstracts

Ready meals in Nigeria remains a relatively niche category with very small sales, as storing the products at frozen or chilled temperatures is hampered due to poor electricity supply, thereby limiting both consumer demand and the ability of retailers to preserve products. The only significant product within the category remains frozen pizza, which is benefiting from growing interest in western food among a small number of Nigerians and the increased visibility of the product in modern grocery re...

Euromonitor International's Ready Meals 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: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

Get a detailed picture of the Ready Meals 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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