

# Rice, Pasta and Noodles in Nigeria

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## Abstracts

Amid adverse economic conditions, rice, pasta and noodles registered a decline in volume terms in 2023. In particular, relatively high inflation and fuel price hikes limited consumer spending power while unit prices across all brands accelerated. The average unit price for rice, pasta and noodles increased by 30% in 2023, following a 40% increase in 2022. Despite the fact that products within this category are generally considered to be essential, local consumers gravitated towards unbranded/unp...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

Get a detailed picture of the Rice, Pasta and Noodles 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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Although considered essential, rice, pasta and noodles sees decline in 2023 due to rising prices

Noodles sees positive growth, despite economic fragility

Rice is now available in innovative small packs, but faces competition from unpackaged rice

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Noodles set to continue to drive growth due to affordability and convenience

Rice will see growth but will continue to face competition from unpackaged rice

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