

# Snacks in Nigeria

<https://marketpublishers.com/r/SF720569B183EN.html>

Date: June 2024

Pages: 70

Price: US\$ 2,100.00 (Single User License)

ID: SF720569B183EN

## Abstracts

In 2024, Nigeria's snacks industry remains impacted by high inflation that has persisted, and risen, since 2023. This has led to volume sales declines across all categories, including those that are considered locally as more essential and have strong penetration, such as sweet biscuits, snack bars and fruit snacks, and sugar confectionery. Consumer spending power is weak and Nigerians are thus limiting their consumption of snacks, especially of those that are regarded as treats and luxuries. Av...

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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.

## Contents

Snacks in Nigeria  
Euromonitor International  
June 2024

### LIST OF CONTENTS AND TABLES

#### SNACKS IN NIGERIA

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN NIGERIA

##### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

High inflation means volume sales decline in 2024

Chocolate confectionery remains niche and inessential in Nigeria

Challenging economic context stifles brand competition

## PROSPECTS AND OPPORTUNITIES

Economic recovery should revitalise category

Stable prices and greater competition from local brands will boost demand

Countlines to continue driving sales

## CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

## GUM IN NIGERIA

### KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Inflationary pressures negatively impact volume sales for gum

Chewing gum turns in best performance in 2024

Intense competition benefits brands in chewing gum

## PROSPECTS AND OPPORTUNITIES

Category will benefit from economic recovery

Persistent urbanisation and rising hygiene awareness to support gum growth

Chewing gum continues to drive overall category expansion

## CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 Forecast Sales of Gum by Category: Value 2024-2029

Table 35 Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 Forecast Sales of Gum by Category: % Value Growth 2024-2029

## SUGAR CONFECTIONERY IN NIGERIA

### KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Sugar confectionery suffers falling volume sales in 2024

Competitive activity slows down as manufacturers struggle with rising costs

Boiled sweets and lollipops see slowest fall as consumers stick to familiar products

### PROSPECTS AND OPPORTUNITIES

Sugar confectionery will see positive growth

Demand to benefit as competition heats up

Lollipops to lead growth while soft candies benefit from rising consumer interest in sophisticated products

### CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN NIGERIA

### KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Volume sales fall in face of economic trouble

Sweet biscuits performs best

Fruit snacks suffers from consumer shift to lower-cost alternatives, and overall category sees some development

#### PROSPECTS AND OPPORTUNITIES

Economic recovery and rising disposable incomes will have positive impact

Competitive activity will lead to greater variety of available products

Fruit snacks to see strong growth in line with health and wellness trends

#### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## ICE CREAM IN NIGERIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Ice cream sees falling sales in volume terms as inflationary pressures take hold  
Frozen yoghurt performs best benefitting from relative affordability and wide availability  
Premiumisation continues despite difficult context

#### PROSPECTS AND OPPORTUNITIES

Improvement in economic conditions will drive development  
Modern grocery retail expansion to boost visibility  
Consumers opt for impulse ice cream over take-home formats

#### CATEGORY DATA

- Table 69 Sales of Ice Cream by Category: Volume 2019-2024
- Table 70 Sales of Ice Cream by Category: Value 2019-2024
- Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024
- Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024
- Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
- Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024
- Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024
- Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024
- Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
- Table 78 LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
- Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
- Table 80 LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
- Table 81 Distribution of Ice Cream by Format: % Value 2019-2024
- Table 82 Forecast Sales of Ice Cream by Category: Volume 2024-2029
- Table 83 Forecast Sales of Ice Cream by Category: Value 2024-2029
- Table 84 Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
- Table 85 Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## SAVOURY SNACKS IN NIGERIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Savoury snacks struggles amid tough economic conditions in 2024  
Consumer focus on familiar and affordable options, limiting sales of niche areas  
Savoury biscuits benefits from familiarity and comparatively low cost

#### PROSPECTS AND OPPORTUNITIES

Economic progress will support category sales during forecast period

Competition will heat up, in turn propelling demand

Popcorn and puffed snacks to lead the way forward

#### CATEGORY DATA

Summary 2 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029



## I would like to order

Product name: Snacks in Nigeria

Product link: <https://marketpublishers.com/r/SF720569B183EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SF720569B183EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970