

Sweet Spreads in Nigeria

<https://marketpublishers.com/r/S5D1A97DEE7EN.html>

Date: November 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: S5D1A97DEE7EN

Abstracts

Sweet spreads recorded a strong volume decline in 2023, having already experienced decline in 2022. Inflationary conditions caused by depreciation of the local currency as well as sharp rises in fuel prices and a Federal Government demonetisation policy led consumers to focus on the most essential food products. Most sweet spreads categories are considered luxuries in Nigeria, with consumers preferring margarine as their primary complement for bread. Rising unit prices also deterred consumers, w...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

Get a detailed picture of the Sweet Spreads 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

Sweet Spreads in Nigeria
Euromonitor International
November 2023
List Of Contents And Tables
SWEET SPREADS IN NIGERIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary conditions lead to strong volume decline in 2023
Performance of nut and seed based spreads boosted by presence of local brands
Niche categories perform slowly, impacted by rising import costs
PROSPECTS AND OPPORTUNITIES
Strong growth for sweet spreads expected as consumers seek novel complements for bread
Nut and seed based spreads to perform best, driven by novelty and local brands' dynamism
Honey, chocolate spreads, and jams and preserves to be boosted by stability in import prices

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2018-2023
Table 2 Sales of Sweet Spreads by Category: Value 2018-2023
Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
Table 4 Sales of Sweet Spreads by Category: % Value Growth 2018-2023
Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023
Table 6 NBO Company Shares of Sweet Spreads: % Value 2019-2023
Table 7 LBN Brand Shares of Sweet Spreads: % Value 2020-2023
Table 8 Distribution of Sweet Spreads by Format: % Value 2018-2023
Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028
Table 10 Forecast Sales of Sweet Spreads by Category: Value 2023-2028
Table 11 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 12 Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN NIGERIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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