

# 2018-2023 Global Nigeria Food and Drink Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Nigeria Food and Drink market for 2018-2023. Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin, and contains essential nutrients, such as fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells to provide energy, maintain life, or stimulate growth. Drinks, or beverages, are liquids intended for human consumption. In addition to basic needs, beverages form part of the culture of human society. Although all beverages, including juice, soft drinks, and carbonated drinks, have some form of water in them, water itself is often not classified as a beverage, and the word beverage has been recurrently defined as not referring to water.

In this report, all the data of food and drink market concluded Bread & Cereal, Fruits & Vegetable, Fish Products, Meat Products, Dairy Products, Oils & Fats, Beer & Wine, Soft Drinks and Others (Snacks, Candy, Chocolate, Prepared meals, Grain mills and starch products, etc)

With a rapidly increasing population that currently stands at about 170 million, Nigeria possesses a potentially dynamic consumer story. Rising spending power of the middle class will boost the food and drink industry.

Nigeria produces a number of key agricultural crops locally and is the world's fourth largest cocoa grower. Per capita food consumption is expected to grow strongly over the coming years. Investment into the highly underdeveloped mass grocery retail industry will increase. The wealthiest Nigerians will continue to fill their baskets with the most expensive goods.

Beverage companies will continue to invest in diversification away from carbonated

beverages and into healthier sub-sectors. Private equity companies will take a greater interest in emerging market consumer assets. Companies with strong Emerging Market exposure will continue to outperform. Multinationals will increasingly pursue frontier market investments. Despite encouraging growth, per capita soft and alcoholic drinks consumption remains low.

Over the next five years, LPI(LP Information) projects that Nigeria Food and Drink will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Nigeria Food and Drink market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Bread & Cereal

Fruits & Vegetable

Fish Products

Meat Products

Dairy Products

Oils & Fats

Beer & Wine

Soft Drinks

Others

Segmentation by application:

Supermarkets

Traditional Markets

Convenience Stores

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Friesland Wamco

Dangote Group

Nigerian Breweries

Coca Cola

Guinness

Nestle Nigeria

Unilever Nigeria

PZ Cussons

CHI Limited

UAC Foods

Cadbury Nigeria

SevenUp Bottling

SABMiller

Honeywell Flour Mills

De-United Foods

Promasidor

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Nigeria Food and Drink consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Nigeria Food and Drink market by identifying its various subsegments.

Focuses on the key global Nigeria Food and Drink manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Nigeria Food and Drink with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Nigeria Food and Drink submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **2018-2023 GLOBAL NIGERIA FOOD AND DRINK CONSUMPTION MARKET REPORT**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Nigeria Food and Drink Consumption 2013-2023
  - 2.1.2 Nigeria Food and Drink Consumption CAGR by Region
- 2.2 Nigeria Food and Drink Segment by Type
  - 2.2.1 Bread & Cereal
  - 2.2.2 Fruits & Vegetable
  - 2.2.3 Fish Products
  - 2.2.4 Meat Products
  - 2.2.5 Dairy Products
  - 2.2.6 Oils & Fats
  - 2.2.7 Beer & Wine
  - 2.2.8 Soft Drinks
  - 2.2.9 Others
- 2.3 Nigeria Food and Drink Consumption by Type
  - 2.3.1 Global Nigeria Food and Drink Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Nigeria Food and Drink Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Nigeria Food and Drink Sale Price by Type (2013-2018)
- 2.4 Nigeria Food and Drink Segment by Application
  - 2.4.1 Supermarkets
  - 2.4.2 Traditional Markets
  - 2.4.3 Convenience Stores
  - 2.4.4 Online Sales
- 2.5 Nigeria Food and Drink Consumption by Application

2.5.1 Global Nigeria Food and Drink Consumption Market Share by Application (2013-2018)

2.5.2 Global Nigeria Food and Drink Value and Market Share by Application (2013-2018)

2.5.3 Global Nigeria Food and Drink Sale Price by Application (2013-2018)

### **3 GLOBAL NIGERIA FOOD AND DRINK BY PLAYERS**

3.1 Global Nigeria Food and Drink Sales Market Share by Players

3.1.1 Global Nigeria Food and Drink Sales by Players (2016-2018)

3.1.2 Global Nigeria Food and Drink Sales Market Share by Players (2016-2018)

3.2 Global Nigeria Food and Drink Revenue Market Share by Players

3.2.1 Global Nigeria Food and Drink Revenue by Players (2016-2018)

3.2.2 Global Nigeria Food and Drink Revenue Market Share by Players (2016-2018)

3.3 Global Nigeria Food and Drink Sale Price by Players

3.4 Global Nigeria Food and Drink Manufacturing Base Distribution, Sales Area, Product Types by Players

3.4.1 Global Nigeria Food and Drink Manufacturing Base Distribution and Sales Area by Players

3.4.2 Players Nigeria Food and Drink Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

3.6 New Products and Potential Entrants

3.7 Mergers & Acquisitions, Expansion

### **4 NIGERIA FOOD AND DRINK BY REGIONS**

4.1 Nigeria Food and Drink by Regions

4.1.1 Global Nigeria Food and Drink Consumption by Regions

4.1.2 Global Nigeria Food and Drink Value by Regions

4.2 Americas Nigeria Food and Drink Consumption Growth

4.3 APAC Nigeria Food and Drink Consumption Growth

4.4 Europe Nigeria Food and Drink Consumption Growth

4.5 Middle East & Africa Nigeria Food and Drink Consumption Growth

### **5 AMERICAS**

5.1 Americas Nigeria Food and Drink Consumption by Countries



- 5.1.1 Americas Nigeria Food and Drink Consumption by Countries (2013-2018)
- 5.1.2 Americas Nigeria Food and Drink Value by Countries (2013-2018)
- 5.2 Americas Nigeria Food and Drink Consumption by Type
- 5.3 Americas Nigeria Food and Drink Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC Nigeria Food and Drink Consumption by Countries
  - 6.1.1 APAC Nigeria Food and Drink Consumption by Countries (2013-2018)
  - 6.1.2 APAC Nigeria Food and Drink Value by Countries (2013-2018)
- 6.2 APAC Nigeria Food and Drink Consumption by Type
- 6.3 APAC Nigeria Food and Drink Consumption by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Nigeria Food and Drink by Countries
  - 7.1.1 Europe Nigeria Food and Drink Consumption by Countries (2013-2018)
  - 7.1.2 Europe Nigeria Food and Drink Value by Countries (2013-2018)
- 7.2 Europe Nigeria Food and Drink Consumption by Type
- 7.3 Europe Nigeria Food and Drink Consumption by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

### 8.1 Middle East & Africa Nigeria Food and Drink by Countries

8.1.1 Middle East & Africa Nigeria Food and Drink Consumption by Countries (2013-2018)

8.1.2 Middle East & Africa Nigeria Food and Drink Value by Countries (2013-2018)

### 8.2 Middle East & Africa Nigeria Food and Drink Consumption by Type

### 8.3 Middle East & Africa Nigeria Food and Drink Consumption by Application

### 8.4 Egypt

### 8.5 South Africa

### 8.6 Israel

### 8.7 Turkey

### 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

### 9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

### 9.2 Market Challenges and Impact

### 9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

### 10.1 Sales Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

### 10.2 Nigeria Food and Drink Distributors

### 10.3 Nigeria Food and Drink Customer

## **11 GLOBAL NIGERIA FOOD AND DRINK MARKET FORECAST**

### 11.1 Global Nigeria Food and Drink Consumption Forecast (2018-2023)

### 11.2 Global Nigeria Food and Drink Forecast by Regions

11.2.1 Global Nigeria Food and Drink Forecast by Regions (2018-2023)

11.2.2 Global Nigeria Food and Drink Value Forecast by Regions (2018-2023)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

- 11.2.6 Middle East & Africa Consumption Forecast
- 11.3 Americas Forecast by Countries
  - 11.3.1 United States Market Forecast
  - 11.3.2 Canada Market Forecast
  - 11.3.3 Mexico Market Forecast
  - 11.3.4 Brazil Market Forecast
- 11.4 APAC Forecast by Countries
  - 11.4.1 China Market Forecast
  - 11.4.2 Japan Market Forecast
  - 11.4.3 Korea Market Forecast
  - 11.4.4 Southeast Asia Market Forecast
  - 11.4.5 India Market Forecast
  - 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Nigeria Food and Drink Forecast by Type
- 11.8 Global Nigeria Food and Drink Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Friesland Wamco
  - 12.1.1 Company Details
  - 12.1.2 Nigeria Food and Drink Product Offered
  - 12.1.3 Friesland Wamco Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Friesland Wamco News
- 12.2 Dangote Group

- 12.2.1 Company Details
- 12.2.2 Nigeria Food and Drink Product Offered
- 12.2.3 Dangote Group Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
- 12.2.4 Main Business Overview
- 12.2.5 Dangote Group News
- 12.3 Nigerian Breweries
  - 12.3.1 Company Details
  - 12.3.2 Nigeria Food and Drink Product Offered
  - 12.3.3 Nigerian Breweries Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.3.4 Main Business Overview
  - 12.3.5 Nigerian Breweries News
- 12.4 Coca Cola
  - 12.4.1 Company Details
  - 12.4.2 Nigeria Food and Drink Product Offered
  - 12.4.3 Coca Cola Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.4.4 Main Business Overview
  - 12.4.5 Coca Cola News
- 12.5 Guinness
  - 12.5.1 Company Details
  - 12.5.2 Nigeria Food and Drink Product Offered
  - 12.5.3 Guinness Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.5.4 Main Business Overview
  - 12.5.5 Guinness News
- 12.6 Nestle Nigeria
  - 12.6.1 Company Details
  - 12.6.2 Nigeria Food and Drink Product Offered
  - 12.6.3 Nestle Nigeria Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.6.4 Main Business Overview
  - 12.6.5 Nestle Nigeria News
- 12.7 Unilever Nigeria
  - 12.7.1 Company Details
  - 12.7.2 Nigeria Food and Drink Product Offered
  - 12.7.3 Unilever Nigeria Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)

- 12.7.4 Main Business Overview
- 12.7.5 Unilever Nigeria News
- 12.8 PZ Cussons
  - 12.8.1 Company Details
  - 12.8.2 Nigeria Food and Drink Product Offered
  - 12.8.3 PZ Cussons Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.8.4 Main Business Overview
  - 12.8.5 PZ Cussons News
- 12.9 CHI Limited
  - 12.9.1 Company Details
  - 12.9.2 Nigeria Food and Drink Product Offered
  - 12.9.3 CHI Limited Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.9.4 Main Business Overview
  - 12.9.5 CHI Limited News
- 12.10 UAC Foods
  - 12.10.1 Company Details
  - 12.10.2 Nigeria Food and Drink Product Offered
  - 12.10.3 UAC Foods Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.10.4 Main Business Overview
  - 12.10.5 UAC Foods News
- 12.11 Cadbury Nigeria
- 12.12 SevenUp Bottling
- 12.13 SABMiller
- 12.14 Honeywell Flour Mills
- 12.15 De-United Foods
- 12.16 Promasidor

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Nigeria Food and Drink

Table Product Specifications of Nigeria Food and Drink

Figure Nigeria Food and Drink Report Years Considered

Figure Market Research Methodology

Figure Global Nigeria Food and Drink Consumption Growth Rate 2013-2023 (K MT)

Figure Global Nigeria Food and Drink Value Growth Rate 2013-2023 (\$ Millions)

Table Nigeria Food and Drink Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of Bread & Cereal

Table Major Players of Bread & Cereal

Figure Product Picture of Fruits & Vegetable

Table Major Players of Fruits & Vegetable

Figure Product Picture of Fish Products

Table Major Players of Fish Products

Figure Product Picture of Meat Products

Table Major Players of Meat Products

Figure Product Picture of Dairy Products

Table Major Players of Dairy Products

Figure Product Picture of Oils & Fats

Table Major Players of Oils & Fats

Figure Product Picture of Beer & Wine

Table Major Players of Beer & Wine

Figure Product Picture of Soft Drinks

Table Major Players of Soft Drinks

Figure Product Picture of Others

Table Major Players of Others

Table Global Consumption Sales by Type (2013-2018)

Table Global Nigeria Food and Drink Consumption Market Share by Type (2013-2018)

Figure Global Nigeria Food and Drink Consumption Market Share by Type (2013-2018)

Table Global Nigeria Food and Drink Revenue by Type (2013-2018) (\$ million)

Table Global Nigeria Food and Drink Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Nigeria Food and Drink Value Market Share by Type (2013-2018)

Table Global Nigeria Food and Drink Sale Price by Type (2013-2018)

Figure Nigeria Food and Drink Consumed in Supermarkets

Figure Global Nigeria Food and Drink Market: Supermarkets (2013-2018) (K MT)

Figure Global Nigeria Food and Drink Market: Supermarkets (2013-2018) (\$ Millions)  
Figure Global Supermarkets YoY Growth (\$ Millions)  
Figure Nigeria Food and Drink Consumed in Traditional Markets  
Figure Global Nigeria Food and Drink Market: Traditional Markets (2013-2018) (K MT)  
Figure Global Nigeria Food and Drink Market: Traditional Markets (2013-2018) (\$ Millions)  
Figure Global Traditional Markets YoY Growth (\$ Millions)  
Figure Nigeria Food and Drink Consumed in Convenience Stores  
Figure Global Nigeria Food and Drink Market: Convenience Stores (2013-2018) (K MT)  
Figure Global Nigeria Food and Drink Market: Convenience Stores (2013-2018) (\$ Millions)  
Figure Global Convenience Stores YoY Growth (\$ Millions)  
Figure Nigeria Food and Drink Consumed in Online Sales  
Figure Global Nigeria Food and Drink Market: Online Sales (2013-2018) (K MT)  
Figure Global Nigeria Food and Drink Market: Online Sales (2013-2018) (\$ Millions)  
Figure Global Online Sales YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2013-2018)  
Table Global Nigeria Food and Drink Consumption Market Share by Application (2013-2018)  
Figure Global Nigeria Food and Drink Consumption Market Share by Application (2013-2018)  
Table Global Nigeria Food and Drink Value by Application (2013-2018)  
Table Global Nigeria Food and Drink Value Market Share by Application (2013-2018)  
Figure Global Nigeria Food and Drink Value Market Share by Application (2013-2018)  
Table Global Nigeria Food and Drink Sale Price by Application (2013-2018)  
Table Global Nigeria Food and Drink Sales by Players (2016-2018) (K MT)  
Table Global Nigeria Food and Drink Sales Market Share by Players (2016-2018)  
Figure Global Nigeria Food and Drink Sales Market Share by Players in 2016  
Figure Global Nigeria Food and Drink Sales Market Share by Players in 2017  
Table Global Nigeria Food and Drink Revenue by Players (2016-2018) (\$ Millions)  
Table Global Nigeria Food and Drink Revenue Market Share by Players (2016-2018)  
Figure Global Nigeria Food and Drink Revenue Market Share by Players in 2016  
Figure Global Nigeria Food and Drink Revenue Market Share by Players in 2017  
Table Global Nigeria Food and Drink Sale Price by Players (2016-2018)  
Figure Global Nigeria Food and Drink Sale Price by Players in 2017  
Table Global Nigeria Food and Drink Manufacturing Base Distribution and Sales Area by Players  
Table Players Nigeria Food and Drink Products Offered  
Table Nigeria Food and Drink Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Nigeria Food and Drink Consumption by Regions 2013-2018 (K MT)

Table Global Nigeria Food and Drink Consumption Market Share by Regions 2013-2018

Figure Global Nigeria Food and Drink Consumption Market Share by Regions 2013-2018

Table Global Nigeria Food and Drink Value by Regions 2013-2018 (\$ Millions)

Table Global Nigeria Food and Drink Value Market Share by Regions 2013-2018

Figure Global Nigeria Food and Drink Value Market Share by Regions 2013-2018

Figure Americas Nigeria Food and Drink Consumption 2013-2018 (K MT)

Figure Americas Nigeria Food and Drink Value 2013-2018 (\$ Millions)

Figure APAC Nigeria Food and Drink Consumption 2013-2018 (K MT)

Figure APAC Nigeria Food and Drink Value 2013-2018 (\$ Millions)

Figure Europe Nigeria Food and Drink Consumption 2013-2018 (K MT)

Figure Europe Nigeria Food and Drink Value 2013-2018 (\$ Millions)

Figure Middle East & Africa Nigeria Food and Drink Consumption 2013-2018 (K MT)

Figure Middle East & Africa Nigeria Food and Drink Value 2013-2018 (\$ Millions)

Table Americas Nigeria Food and Drink Consumption by Countries (2013-2018) (K MT)

Table Americas Nigeria Food and Drink Consumption Market Share by Countries (2013-2018)

Figure Americas Nigeria Food and Drink Consumption Market Share by Countries in 2017

Table Americas Nigeria Food and Drink Value by Countries (2013-2018) (\$ Millions)

Table Americas Nigeria Food and Drink Value Market Share by Countries (2013-2018)

Figure Americas Nigeria Food and Drink Value Market Share by Countries in 2017

Table Americas Nigeria Food and Drink Consumption by Type (2013-2018) (K MT)

Table Americas Nigeria Food and Drink Consumption Market Share by Type (2013-2018)

Figure Americas Nigeria Food and Drink Consumption Market Share by Type in 2017

Table Americas Nigeria Food and Drink Consumption by Application (2013-2018) (K MT)

Table Americas Nigeria Food and Drink Consumption Market Share by Application (2013-2018)

Figure Americas Nigeria Food and Drink Consumption Market Share by Application in 2017

Figure United States Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure United States Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure Canada Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure Canada Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure Mexico Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)



Figure Mexico Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Table APAC Nigeria Food and Drink Consumption by Countries (2013-2018) (K MT)  
Table APAC Nigeria Food and Drink Consumption Market Share by Countries (2013-2018)  
Figure APAC Nigeria Food and Drink Consumption Market Share by Countries in 2017  
Table APAC Nigeria Food and Drink Value by Countries (2013-2018) (\$ Millions)  
Table APAC Nigeria Food and Drink Value Market Share by Countries (2013-2018)  
Figure APAC Nigeria Food and Drink Value Market Share by Countries in 2017  
Table APAC Nigeria Food and Drink Consumption by Type (2013-2018) (K MT)  
Table APAC Nigeria Food and Drink Consumption Market Share by Type (2013-2018)  
Figure APAC Nigeria Food and Drink Consumption Market Share by Type in 2017  
Table APAC Nigeria Food and Drink Consumption by Application (2013-2018) (K MT)  
Table APAC Nigeria Food and Drink Consumption Market Share by Application (2013-2018)  
Figure APAC Nigeria Food and Drink Consumption Market Share by Application in 2017  
Figure China Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure China Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Japan Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Japan Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Korea Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Korea Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Southeast Asia Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure India Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure India Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Australia Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Australia Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Table Europe Nigeria Food and Drink Consumption by Countries (2013-2018) (K MT)  
Table Europe Nigeria Food and Drink Consumption Market Share by Countries (2013-2018)  
Figure Europe Nigeria Food and Drink Consumption Market Share by Countries in 2017  
Table Europe Nigeria Food and Drink Value by Countries (2013-2018) (\$ Millions)  
Table Europe Nigeria Food and Drink Value Market Share by Countries (2013-2018)  
Figure Europe Nigeria Food and Drink Value Market Share by Countries in 2017  
Table Europe Nigeria Food and Drink Consumption by Type (2013-2018) (K MT)  
Table Europe Nigeria Food and Drink Consumption Market Share by Type (2013-2018)  
Figure Europe Nigeria Food and Drink Consumption Market Share by Type in 2017  
Table Europe Nigeria Food and Drink Consumption by Application (2013-2018) (K MT)  
Table Europe Nigeria Food and Drink Consumption Market Share by Application

(2013-2018)

Figure Europe Nigeria Food and Drink Consumption Market Share by Application in 2017

Figure Germany Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure Germany Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure France Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure France Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure UK Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure UK Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure Italy Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure Italy Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure Russia Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure Russia Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Figure Spain Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)

Figure Spain Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Nigeria Food and Drink Consumption by Countries (2013-2018) (K MT)

Table Middle East & Africa Nigeria Food and Drink Consumption Market Share by Countries (2013-2018)

Figure Middle East & Africa Nigeria Food and Drink Consumption Market Share by Countries in 2017

Table Middle East & Africa Nigeria Food and Drink Value by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Nigeria Food and Drink Value Market Share by Countries (2013-2018)

Figure Middle East & Africa Nigeria Food and Drink Value Market Share by Countries in 2017

Table Middle East & Africa Nigeria Food and Drink Consumption by Type (2013-2018) (K MT)

Table Middle East & Africa Nigeria Food and Drink Consumption Market Share by Type (2013-2018)

Figure Middle East & Africa Nigeria Food and Drink Consumption Market Share by Type in 2017

Table Middle East & Africa Nigeria Food and Drink Consumption by Application (2013-2018) (K MT)

Table Middle East & Africa Nigeria Food and Drink Consumption Market Share by Application (2013-2018)

Figure Middle East & Africa Nigeria Food and Drink Consumption Market Share by Application in 2017

Figure Egypt Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Egypt Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure South Africa Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure South Africa Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Israel Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Israel Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure Turkey Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure Turkey Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Figure GCC Countries Nigeria Food and Drink Consumption Growth 2013-2018 (K MT)  
Figure GCC Countries Nigeria Food and Drink Value Growth 2013-2018 (\$ Millions)  
Table Nigeria Food and Drink Distributors List  
Table Nigeria Food and Drink Customer List  
Figure Global Nigeria Food and Drink Consumption Growth Rate Forecast (2018-2023)  
(K MT)  
Figure Global Nigeria Food and Drink Value Growth Rate Forecast (2018-2023) (\$  
Millions)  
Table Global Nigeria Food and Drink Consumption Forecast by Countries (2018-2023)  
(K MT)  
Table Global Nigeria Food and Drink Consumption Market Forecast by Regions  
Table Global Nigeria Food and Drink Value Forecast by Countries (2018-2023) (\$  
Millions)  
Table Global Nigeria Food and Drink Value Market Share Forecast by Regions  
Figure Americas Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Americas Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure APAC Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure APAC Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Europe Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Europe Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Middle East & Africa Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Middle East & Africa Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure United States Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure United States Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Canada Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Canada Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Mexico Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Mexico Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Brazil Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Brazil Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure China Nigeria Food and Drink Consumption 2018-2023 (K MT)

Figure China Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Japan Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Japan Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Korea Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Korea Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Southeast Asia Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Southeast Asia Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure India Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure India Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Australia Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Australia Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Germany Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Germany Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure France Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure France Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure UK Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure UK Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Italy Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Italy Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Russia Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Russia Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Spain Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Spain Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Egypt Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Egypt Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure South Africa Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure South Africa Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Israel Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Israel Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure Turkey Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure Turkey Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Figure GCC Countries Nigeria Food and Drink Consumption 2018-2023 (K MT)  
Figure GCC Countries Nigeria Food and Drink Value 2018-2023 (\$ Millions)  
Table Global Nigeria Food and Drink Consumption Forecast by Type (2018-2023) (K MT)  
Table Global Nigeria Food and Drink Consumption Market Share Forecast by Type (2018-2023)  
Table Global Nigeria Food and Drink Value Forecast by Type (2018-2023) (\$ Millions)  
Table Global Nigeria Food and Drink Value Market Share Forecast by Type

(2018-2023)

Table Global Nigeria Food and Drink Consumption Forecast by Application (2018-2023)  
(K MT)

Table Global Nigeria Food and Drink Consumption Market Share Forecast by  
Application (2018-2023)

Table Global Nigeria Food and Drink Value Forecast by Application (2018-2023) (\$  
Millions)

Table Global Nigeria Food and Drink Value Market Share Forecast by Application  
(2018-2023)

Table Friesland Wamco Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Friesland Wamco Nigeria Food and Drink Sales, Revenue, Price and Gross  
Margin (2016-2018)

Figure Friesland Wamco Nigeria Food and Drink Market Share (2016-2018)

Table Dangote Group Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Dangote Group Nigeria Food and Drink Sales, Revenue, Price and Gross Margin  
(2016-2018)

Figure Dangote Group Nigeria Food and Drink Market Share (2016-2018)

Table Nigerian Breweries Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Nigerian Breweries Nigeria Food and Drink Sales, Revenue, Price and Gross  
Margin (2016-2018)

Figure Nigerian Breweries Nigeria Food and Drink Market Share (2016-2018)

Table Coca Cola Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Coca Cola Nigeria Food and Drink Sales, Revenue, Price and Gross Margin  
(2016-2018)

Figure Coca Cola Nigeria Food and Drink Market Share (2016-2018)

Table Guinness Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Guinness Nigeria Food and Drink Sales, Revenue, Price and Gross Margin  
(2016-2018)

Figure Guinness Nigeria Food and Drink Market Share (2016-2018)

Table Nestle Nigeria Basic Information, Manufacturing Base, Sales Area and Its  
Competitors

Table Nestle Nigeria Nigeria Food and Drink Sales, Revenue, Price and Gross Margin  
(2016-2018)

Figure Nestle Nigeria Nigeria Food and Drink Market Share (2016-2018)

Table Unilever Nigeria Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

Table Unilever Nigeria Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Unilever Nigeria Nigeria Food and Drink Market Share (2016-2018)

Table PZ Cussons Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table PZ Cussons Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)

Figure PZ Cussons Nigeria Food and Drink Market Share (2016-2018)

Table CHI Limited Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CHI Limited Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)

Figure CHI Limited Nigeria Food and Drink Market Share (2016-2018)

Table UAC Foods Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table UAC Foods Nigeria Food and Drink Sales, Revenue, Price and Gross Margin (2016-2018)

Figure UAC Foods Nigeria Food and Drink Market Share (2016-2018)

Table Cadbury Nigeria Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SevenUp Bottling Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SABMiller Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Honeywell Flour Mills Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table De-United Foods Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Promasidor Basic Information, Manufacturing Base, Sales Area and Its Competitors

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