

Sauces, Dips and Condiments in Nigeria

November 2023

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Sauces, Dips and Condiments in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite essential status, sauces, dips and condiments declines in 2023 due to fall in disposable incomes
Manufacturer activity negatively impacted by economic conditions but some local brands doing well
Ketchup, mayonnaise, and salad dressings perform relatively well as local players increase the competition

PROSPECTS AND OPPORTUNITIES

Economic recovery and urban population growth to drive good performance
Innovation and competition to return to strong levels as economic conditions improve
Novelty and modern grocery retailing to drive growth for smaller categories

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