

# Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

July 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales slump thanks to 2023's relentless inflation  
Value sales growth driven by unit price increases  
Rising wheat prices put pressure on margins, stifling innovation

#### PROSPECTS AND OPPORTUNITIES

Economic revival and price stabilisation set to foster growth  
Rising demand thanks to affordability and variety of sweet biscuits  
Fruit snacks shows promise as interest in convenient and healthy options increases

#### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023  
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023  
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023  
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023  
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023  
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023  
Table 9 - NBO Company Shares of Fruit Snacks: % Value 2019-2023  
Table 10 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023  
Table 11 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023  
Table 12 - Distribution of Sweet Biscuits by Format: % Value 2018-2023  
Table 13 - Distribution of Fruit Snacks by Format: % Value 2018-2023  
Table 14 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028  
Table 15 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028  
Table 16 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028  
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## Snacks in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for snacks?

### MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2018-2023  
Table 19 - Sales of Snacks by Category: Value 2018-2023  
Table 20 - Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 21 - Sales of Snacks by Category: % Value Growth 2018-2023  
Table 22 - NBO Company Shares of Snacks: % Value 2019-2023  
Table 23 - LBN Brand Shares of Snacks: % Value 2020-2023  
Table 24 - Distribution of Snacks by Format: % Value 2018-2023  
Table 25 - Forecast Sales of Snacks by Category: Volume 2023-2028  
Table 26 - Forecast Sales of Snacks by Category: Value 2023-2028  
Table 27 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028  
Table 28 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-nigeria/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-nigeria/report).