

Consumer Foodservice By Location in Nigeria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer foodservice through standalone benefits from new outlets
Supermarkets increase their foodservice channels to drive sales
Consumers appreciate the convenience of ordering online and quick delivery

PROSPECTS AND OPPORTUNITIES

Strong development of standalone locations expected as the economy improves
More hotels and restaurants in supermarkets will support lodging and retail growth, respectively

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