

Baked Goods in Nigeria

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and rising wheat prices lead to volume decline in 2023
Bread struggles as average unit price rises by almost 50%
All categories suffer as local consumers seek affordable substitutes

PROSPECTS AND OPPORTUNITIES

Category growth is expected as the economy improves
Packaged baked goods set to perform better than unpackaged products
Bread and pastries will continue driving overall growth as modern grocery retailers boost competition

CATEGORY DATA

- Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
- Table 2 - Sales of Baked Goods by Category: Value 2018-2023
- Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
- Table 5 - Sales of Pastries by Type: % Value 2018-2023
- Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
- Table 7 - LBN Brand Shares of Baked Goods: % Value 2020-2023
- Table 8 - Distribution of Baked Goods by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Baked Goods by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028
- Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Staple Foods in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 14 - Sales of Staple Foods by Category: Value 2018-2023
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 19 - Penetration of Private Label by Category: % Value 2018-2023
- Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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