Euromonitor International

Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

September 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Economic Pressures Sustain Demand for Affordable Snacks
Sweet Biscuits Maintain Leadership through Broad Consumer Appeal
Chart 2 - Mcvitie'S Shortbread Biscuits in Smaller Packs
Nutritional Positioning Expands Meal-Replacement Occasions
Chart 3 - Plazma Biscuits Exemplifies Stapling of Snacks Trend
Chart 4 - Value Sales 2021-2031
Chart 5 - Volume Sales 2021-2031
Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers to Move Towards Premium Offerings as Consumer Spending Strengthens
Sweet Biscuits Expected to Lead While Fruit Snacks Expand Rapidly
Distribution Investment and Intensifying Competition Set to Shape Future Growth
Chart 7 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 8 - Forecast Value Sales 2021-2031
Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Face Mounting Pressure From Emerging Rivals
Ok Foods Retains Leadership While Mamuda Foods Posts Rapid Expansion
Chart 10 - Company Shares 2026
Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Dominate While Supermarkets Expand Reach
Alternative Channels Remain Limited Despite Gradual Development
Chart 12 - Retail Channels 2021-2026

PRODUCTS

Affordability and Nutrition Converge as Twin Innovation Drivers
Recent Launches Address New Occasions and Underserved Segments
Product Innovation Reshapes Competitive Dynamics and Long-Term Growth Potential

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 14 - Real Gdp Growth 2021-2031
Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 17 - Population 2021-2031
Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Local Production Strengthens the Position of Domestic Players
Affordability Drives Growth in Puffed Snacks and Savoury Products
Chart 20 - Locally Produced Puffed Snacks
Snacks Become Increasingly Embedded in Daily Eating Habits
Chart 21 - Wholesome and Nutritional Biscuits
Chart 22 - Value Sales 2021-2031
Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Broader Consumer Demand and Innovation to Sustain Long-Term Growth
Affordable Biscuits Expected to Remain the Cornerstone of Demand
Novel Flavours Set to Attract Younger Urban Consumers
Chart 24 - Analyst Insight for Snacks
Chart 25 - Forecast Value Sales 2021-2031
Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ok Foods Leads as Mamuda Foods Gains Share
Chart 27 - Company Shares 2026
Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Lead Retail Distribution in 2026
Supermarkets Benefit From Retail Modernisation
Foodservice Rebounds as Economic Conditions Stabilise
Chart 29 - Retail Channels 2021-2026

PRODUCTS

Localisation and Nutritional Positioning Shape New Product Development
Mamuda Foods and New Format Strategies Expand Accessible Product Ranges
Stronger Portfolio Relevance Underpins Volume Recovery and Long-Term Positioning

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks
Chart 31 - Real Gdp Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks
Chart 34 - Population 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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.