Euromonitor International

Cafés/Bars in Nigeria

March 2026

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Cafés/Bars in Nigeria - Category analysis

2025 DEVELOPMENTS

Inflationary pressures, social culture and convenience impact demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Alcohol-led social consumption supports transaction volumes

Bars/pubs emerges as most dynamic category

Value for money supports steady demand for alcohol in bars

WHAT'S NEXT?

Urbanisation and youth demand to support transaction volumes

Convenience-led consumption to shape fulfilment trends

Local sourcing strategies to boost product availability

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Cubana Group strengthens presence in fragmented landscape

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Consumer Foodservice in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice is impacted by high Inflation and weak purchasing power

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INDUSTRY PERFORMANCE

Inflation lifts value growth as consumers shift towards more affordable options

Third-party delivery partnerships accelerate fulfilment growth

Promotions and loyalty programmes strengthen customer retention

WHAT'S NEXT?

Foodservice faces real value contraction despite rising transaction volumes

Ongoing menu innovation set to stimulate demand

Renewable energy adoption will support cost-efficiency and operational resilience

COMPETITIVE LANDSCAPE

Food Concepts Ltd maintains leadership through popularity of chicken
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