Euromonitor International

Sweet Spreads in Nigeria

November 2025

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Sweet Spreads in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local players widen range of affordable products

INDUSTRY PERFORMANCE

Economic strain curbs demand, but local brands reframe affordability
Chocolate spreads lead growth as local players bring innovation and reach

WHAT'S NEXT?

Rising incomes and modern retail growth to underpin forecast expansion
Health positioning and authenticity to gain influence
Innovation and small formats to remain key growth drivers

COMPETITIVE LANDSCAPE

Geurts maintains leadership in jams through heritage and availability
Ajrena Foods and new local entrants strengthen domestic competition

CHANNELS

Traditional grocers sustain dominance through proximity and pack flexibility
Modern retail and e-commerce channels expand reach and variety

CATEGORY DATA

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Cooking Ingredients and Meals in Nigeria - Industry Overview

EXECUTIVE SUMMARY

More stable economic conditions enable stronger spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Innovation in blended products and convenience formats drives value
Smaller pack sizes sustain accessibility and broaden category reach

WHAT'S NEXT?

Steady category expansion supported by economic recovery and urbanisation
Competition, localisation, and innovation to define the next growth phase
Visibility, distribution, and digital access emerge as key strategic priorities

COMPETITIVE LANDSCAPE

Nestlé Nigeria Plc maintains leadership through Maggi's scale and trust
TGI Distri Ltd expands presence through affordable innovation
Local players leverage authenticity, affordability, and niche innovation

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