

Sweet Spreads in Nigeria

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary conditions lead to strong volume decline in 2023
Performance of nut and seed based spreads boosted by presence of local brands
Niche categories perform slowly, impacted by rising import costs

PROSPECTS AND OPPORTUNITIES

Strong growth for sweet spreads expected as consumers seek novel complements for bread
Nut and seed based spreads to perform best, driven by novelty and local brands' dynamism
Honey, chocolate spreads, and jams and preserves to be boosted by stability in import prices

CATEGORY DATA

- Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023
- Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023
- Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023
- Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023
- Table 6 - NBO Company Shares of Sweet Spreads: % Value 2019-2023
- Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023
- Table 8 - Distribution of Sweet Spreads by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028
- Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

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

DISCLAIMER

SOURCES

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-spreads-in-nigeria/report.