

Meals and Soups in Nigeria

November 2023

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Meals and Soups in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Non-essential status leads to decline in meals and soups volume sales in 2023
Ready meals has good potential but stifled in 2023 by poor economic conditions
Soup suffers strongly from rise in import costs

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Good scope for growth for niche meals and soups
Ready meals to grow fast, as urban consumers seek convenient meals
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