

Ice Cream and Frozen Desserts in Nigeria

July 2021

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Ice Cream and Frozen Desserts in Nigeria - Category analysis

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2021 DEVELOPMENTS

As restrictions on movement ease, demand for ice cream rebounds
Regarded by local consumers as an affordable treat, frozen yoghurt dominates
Mobile vendors a key distribution channel for leader Fan Milk

PROSPECTS AND OPPORTUNITIES

In spite of cost increases, a post-pandemic economic rebound will support strong growth in retail volume sales
Retail modernisation will help to drive strong growth in demand for multi-pack and bulk dairy ice cream
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