

# Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

August 2022

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Social normalisation and economic stability increase consumption occasions  
Consumers trade down rather than abandon sweet biscuits to maintain volume demand  
Return to impulse purchases and on-the-go consumption boosts fruit snacks

### PROSPECTS AND OPPORTUNITIES

Growing middle-class and young populations offer growth opportunities  
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Dried fruit meets novelty, convenience and healthier snacking demands

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