

Savoury Snacks in Nigeria

June 2024

Table of Contents

Savoury Snacks in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Savoury snacks struggles amid tough economic conditions in 2024 Consumer focus on familiar and affordable options, limiting sales of niche areas Savoury biscuits benefits from familiarity and comparatively low cost

PROSPECTS AND OPPORTUNITIES

Economic progress will support category sales during forecast period Competition will heat up, in turn propelling demand Popcorn and puffed snacks to lead the way forward

CATEGORY DATA

Summary 1 - Other Savoury Snacks by Product Type: 2024 Table 1 - Sales of Savoury Snacks by Category: Volume 2019-2024 Table 2 - Sales of Savoury Snacks by Category: Value 2019-2024 Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024 Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024 Table 5 - NBO Company Shares of Savoury Snacks: % Value 2020-2024 Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024 Table 7 - Distribution of Savoury Snacks by Format: % Value 2019-2024 Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029 Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029 Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029 Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Snacks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2019-2024Table 13 - Sales of Snacks by Category: Value 2019-2024Table 14 - Sales of Snacks by Category: % Volume Growth 2019-2024Table 15 - Sales of Snacks by Category: % Value Growth 2019-2024Table 16 - NBO Company Shares of Snacks: % Value 2020-2024Table 17 - LBN Brand Shares of Snacks: % Value 2021-2024Table 18 - Penetration of Private Label by Category: % Value 2019-2024Table 19 - Distribution of Snacks by Format: % Value 2019-2024Table 20 - Forecast Sales of Snacks by Category: Volume 2024-2029Table 21 - Forecast Sales of Snacks by Category: Value 2024-2029Table 22 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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/savoury-snacks-in-nigeria/report.