



Baked Goods in Nigeria

January 2026

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Baked Goods in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail volume sales rebound as prices see some stabilisation

INDUSTRY PERFORMANCE

Bread enjoys price, versatility and convenience advantages

Manufacturers try to limit prices of pastries but compromise on quality

WHAT'S NEXT?

Cakes and dessert mixes to help baked goods expand as a category in Nigeria

Convenience and variety to stimulate the demand for packaged products

Room for the growth of modern grocery retailers

COMPETITIVE LANDSCAPE

Acquisition of the leading branded player

Private label and small brands increase the competition in baked goods

CHANNELS

Small local grocers leverage proximity and affordable packs

Supermarkets expand to gain ground

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Staple Foods in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Slower price increases push a rebound in demand

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INDUSTRY PERFORMANCE

Focus on essentials and affordability in a still tough economic situation

Bokku! emerges with a good quality, economy-based offer

Health concerns play a growing role in consumers' purchasing decisions

WHAT'S NEXT?

Improving economic conditions to boost the demand for staple foods

Strong company activity to develop and grow staple foods in Nigeria

Ongoing gradual shift to modern retail channels

COMPETITIVE LANDSCAPE

Local companies dominate the competitive landscape

Local companies invest to make gains

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Small local grocers dominate despite increasing competition from modern retail formats

Foodservice benefits from easing inflation and a consistent customer base

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