



Euromonitor  
International

# Cafés/Bars in Nigeria

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## Cafés/Bars in Nigeria - Category analysis

### 2025 DEVELOPMENTS

Inflationary pressures, social culture and convenience impact demand

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Alcohol-led social consumption supports transaction volumes

Bars/pubs emerges as most dynamic category

Value for money supports steady demand for alcohol in bars

#### WHAT'S NEXT?

Urbanisation and youth demand to support transaction volumes

Convenience-led consumption to shape fulfilment trends

Local sourcing strategies to boost product availability

#### COMPETITIVE LANDSCAPE

Cubana Group strengthens presence in fragmented landscape

Branded juice bars gain traction

Independent operators maintain largest share

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### EXECUTIVE SUMMARY

Consumer foodservice is impacted by high Inflation and weak purchasing power

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#### INDUSTRY PERFORMANCE

Inflation lifts value growth as consumers shift towards more affordable options

Third-party delivery partnerships accelerate fulfilment growth

Promotions and loyalty programmes strengthen customer retention

#### WHAT'S NEXT?

Foodservice faces real value contraction despite rising transaction volumes

Ongoing menu innovation set to stimulate demand

Renewable energy adoption will support cost-efficiency and operational resilience

## COMPETITIVE LANDSCAPE

Food Concepts Ltd maintains leadership through popularity of chicken

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Delivery app adoption expands as restaurants respond to rising demand for convenience

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