



Euromonitor
International

Full-Service Restaurants in Nigeria

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2025 DEVELOPMENTS

Inbound tourism and delivery expansion are key driving factors

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inbound tourism boosts transaction volumes
European full-service restaurants emerges as most dynamic category
Delivery platforms strengthen fulfilment

WHAT'S NEXT?

Full-service restaurants will face continued price pressures, although tourism will boost transaction volumes
Digital convenience and delivery expansion will enhance accessibility
Renewable energy adoption to reduce operating costs

COMPETITIVE LANDSCAPE

Full-service restaurant landscape remains highly fragmented
Home-grown Jevnick brand expands across major cities
Independent full-service restaurants hold larger share

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Consumer Foodservice in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice is impacted by high Inflation and weak purchasing power

KEY DATA FINDINGS

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

Sundry Foods Ltd emerges as most dynamic player

Burger King accelerates national expansion with innovative drive-through format

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Chained operators expand footprint

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

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