



Euromonitor
International

Limited-Service Restaurants in Nigeria

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Limited-Service Restaurants in Nigeria - Category analysis

2025 DEVELOPMENTS

Inflation, convenience and multi-channel access impact demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Limited-service restaurants see value-driven gains amid inflation and expanding access

Burger limited-service restaurants lead growth

Value for money drives demand in other limited-service restaurants

WHAT'S NEXT?

Limited-service restaurants to face real value pressure amid ongoing inflation

Rising internet access and mobile ordering will accelerate fulfilment

Premiumisation and product consistency will support performance

COMPETITIVE LANDSCAPE

Food Concepts Ltd retains leadership through value-focused Chicken Republic offering

Sundry Foods Ltd emerges as most dynamic player

Independent operators hold largest share, due to their affordability and nationwide reach

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DISCLAIMER

Consumer Foodservice in Nigeria - Industry Overview

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

Sundry Foods Ltd emerges as most dynamic player

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