



Euromonitor
International

Consumer Foodservice in Nigeria

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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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Inflationary pressures, social culture and convenience impact demand

KEY DATA FINDINGS

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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?

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Convenience-led consumption to shape fulfilment trends
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[Full-Service Restaurants in Nigeria](#)

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
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Burger limited-service restaurants lead growth

Value for money drives demand in other limited-service restaurants

WHAT'S NEXT?

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Premiumisation and product consistency will support performance

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2025 DEVELOPMENTS

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KEY DATA FINDINGS

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Affordability and low entry barriers drive growth

Chained operators lead expansion

Street stalls/kiosks benefit from value-for-money appeal and expanding delivery integration

WHAT'S NEXT?

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Innovation, renewable energy adoption and SME to support future performance

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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Standalone outlets lose ground

Convenience-seeking consumers drive fulfilment through delivery services

WHAT'S NEXT?

Lodging expected to be the most dynamic non-standalone location
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