



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Nigeria

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Weak consumer spending power dampens the demand for non-essential products

INDUSTRY PERFORMANCE

Products become occasional consumption items in a tough economic situation

Shelf stable seafood and frozen processed poultry benefit from lower prices

WHAT'S NEXT?

Rebound in consumption anticipated as the economy recovers

Healthier options and alternatives to gain traction

The competitive and distribution landscapes are set to see changes

COMPETITIVE LANDSCAPE

Titus leads with strong reach and brand equity as the competition intensifies

Local players make gains with lower prices and strong availability

CHANNELS

Small local grocers continue to meet the needs of consumers

Modern retail channels gain ground and momentum

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Slower price increases push a rebound in demand

KEY DATA FINDINGS

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

CHANNELS

Small local grocers dominate despite increasing competition from modern retail formats
Foodservice benefits from easing inflation and a consistent customer base

MARKET DATA

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