



Ice Cream in Nigeria

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Ice cream records a gradual recovery amid price pressures and shifting consumer habits
Fan Milk retains its lead despite growing pressure from UAC Foods Plc
Supermarkets gain ground while small local grocers retain the lead of ice cream distribution

PROSPECTS AND OPPORTUNITIES

Economic recovery and urbanisation is expected to drive growth for ice cream
Premium formats and digital distribution is expected to impact ice cream over the forecast period
Health awareness could impact product innovation and drive growth for ice cream

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