



Breakfast Cereals in Nigeria

January 2026

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Breakfast Cereals in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

The demand for breakfast cereals rebounds but is subject to persistent pressures

INDUSTRY PERFORMANCE

The use of local ingredients makes "other" RTE cereals competitive

Children's breakfast cereals benefit from growing company activity

WHAT'S NEXT?

Improving economic conditions and company activity to boost the appeal and offer of breakfast cereals

Health and wellness to shape new product development

New packaging and product content and higher-quality options to pique the interest of consumers

COMPETITIVE LANDSCAPE

Golden Morn benefits from wide distribution and a developing offer

Flour Mills of Nigeria continues new product development to gain retail value share

CHANNELS

Small local grocers win over convenience- and affordability-seeking consumers

Supermarkets expand to move closer to consumers

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EXECUTIVE SUMMARY

Slower price increases push a rebound in demand

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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

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Small local grocers dominate despite increasing competition from modern retail formats

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