



Euromonitor
International

Sauces, Dips and Condiments in Nigeria

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Table of Contents

Sauces, Dips and Condiments in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local innovation fuels growth

INDUSTRY PERFORMANCE

Essential categories anchor growth amid ongoing economic strain

Affordable innovation and localisation expand consumer choice

WHAT'S NEXT?

Economic recovery and population growth to sustain expansion

Health awareness encourages reformulation and authenticity

Innovation and competition to intensify across subcategories

COMPETITIVE LANDSCAPE

Nestlé Nigeria consolidates leadership through the enduring strength of Maggi

Vital Products and TGI Distri strengthen presence through innovation and affordability

Local entrants invigorate the market with niche concepts and traditional flavours

CHANNELS

Traditional grocers maintain dominance through accessibility and affordability

Supermarkets expand reach among middle-income consumers

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 13 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Nigeria - Industry Overview

EXECUTIVE SUMMARY

More stable economic conditions enable stronger spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Innovation in blended products and convenience formats drives value

Smaller pack sizes sustain accessibility and broaden category reach

WHAT'S NEXT?

Steady category expansion supported by economic recovery and urbanisation

Competition, localisation, and innovation to define the next growth phase
Visibility, distribution, and digital access emerge as key strategic priorities

COMPETITIVE LANDSCAPE

Nestlé Nigeria Plc maintains leadership through Maggi's scale and trust
TGI Distri Ltd expands presence through affordable innovation
Local players leverage authenticity, affordability, and niche innovation

CHANNELS

Traditional grocers remain dominant amid economic constraints
Supermarkets gain share as modern retail broadens appeal
E-commerce expands slowly but steadily as habits evolve

MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 20 - Penetration of Private Label by Category: % Value 2020-2025
Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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