



Euromonitor  
International

# Rice, Pasta and Noodles in Nigeria

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## Rice, Pasta and Noodles in Nigeria - Category analysis

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#### 2025 DEVELOPMENTS

Slower unit price increases boost retail volume sales

#### INDUSTRY PERFORMANCE

More essential perception supports interest in packaged products

Pasta exploits room for development and growth

#### WHAT'S NEXT?

Packaged rice and pasta retain the scope to capture more consumers

Players to partner with innovative complements to boost the profile and appeal of their products

Push to strengthen the distribution of packaged rice

#### COMPETITIVE LANDSCAPE

Dufil Prima Foods leads with a strong noodles and pasta portfolio

BUA Foods leverages competitive prices and strong production capacity to perform well

#### CHANNELS

Proximity and small purchase tendency help small local grocers to resist modern grocery retailers

Supermarkets offer wide assortments and convenience

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-nigeria/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-nigeria/report).