



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet biscuits lead growth amid inflation and changing consumer behaviour

OK Foods Nigeria retains its lead while Pladis Foods Nigeria records the strongest uplift in share

Small local grocers remain dominant while supermarkets gain ground

PROSPECTS AND OPPORTUNITIES

Demand for will be driven by the rise of young and middle-class consumers

Economic recovery should boost product innovation and distribution efficiency

Health trends are expected to drive product innovation across the forecast period

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-nigeria/report.