



Euromonitor  
International

# Edible Oils in Nigeria

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases soften and demand rises

INDUSTRY PERFORMANCE

Exchange rate pressures and informal imports shape market dynamics  
Soy oil leads growth on health positioning and affordability

WHAT'S NEXT?

Economic recovery and population growth to sustain expansion  
Health awareness fuels diversification into premium oil types  
Competition and local sourcing to shape future affordability and innovation

COMPETITIVE LANDSCAPE

PZ Wilmar maintains category leadership through Devon King's  
Chi Ltd's Golden Terra builds brand equity through effective storytelling

CHANNELS

Traditional retailers remain the cornerstone of distribution  
Supermarkets broaden appeal but face economic headwinds  
E-commerce grows slowly as consumers favour in-person purchasing

CATEGORY DATA

- Table 1 - Sales of Edible Oils by Category: Volume 2020-2025
- Table 2 - Sales of Edible Oils by Category: Value 2020-2025
- Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025
- Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025
- Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030
- Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-nigeria/report](https://www.euromonitor.com/edible-oils-in-nigeria/report).