



# Sweet Spreads in Nigeria

November 2025

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## Sweet Spreads in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Local players widen range of affordable products

#### INDUSTRY PERFORMANCE

Economic strain curbs demand, but local brands reframe affordability

Chocolate spreads lead growth as local players bring innovation and reach

#### WHAT'S NEXT?

Rising incomes and modern retail growth to underpin forecast expansion

Health positioning and authenticity to gain influence

Innovation and small formats to remain key growth drivers

#### COMPETITIVE LANDSCAPE

Geurts maintains leadership in jams through heritage and availability

Ajrena Foods and new local entrants strengthen domestic competition

#### CHANNELS

Traditional grocers sustain dominance through proximity and pack flexibility

Modern retail and e-commerce channels expand reach and variety

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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

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Traditional grocers remain dominant amid economic constraints

Supermarkets gain share as modern retail broadens appeal

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