



Euromonitor  
International

# Full-Service Restaurants in Nigeria

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## Full-Service Restaurants in Nigeria - Category analysis

### 2025 DEVELOPMENTS

Inbound tourism and delivery expansion are key driving factors

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inbound tourism boosts transaction volumes

European full-service restaurants emerges as most dynamic category

Delivery platforms strengthen fulfilment

#### WHAT'S NEXT?

Full-service restaurants will face continued price pressures, although tourism will boost transaction volumes

Digital convenience and delivery expansion will enhance accessibility

Renewable energy adoption to reduce operating costs

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Full-service restaurant landscape remains highly fragmented

Home-grown Jevnick brand expands across major cities

Independent full-service restaurants hold larger share

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[Consumer Foodservice in Nigeria - Industry Overview](#)

### EXECUTIVE SUMMARY

Consumer foodservice is impacted by high Inflation and weak purchasing power

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inflation lifts value growth as consumers shift towards more affordable options

Third-party delivery partnerships accelerate fulfilment growth

Promotions and loyalty programmes strengthen customer retention

#### WHAT'S NEXT?

Foodservice faces real value contraction despite rising transaction volumes

Ongoing menu innovation set to stimulate demand

Renewable energy adoption will support cost-efficiency and operational resilience

## COMPETITIVE LANDSCAPE

Food Concepts Ltd maintains leadership through popularity of chicken

Sundry Foods Ltd emerges as most dynamic player

Burger King accelerates national expansion with innovative drive-through format

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Chained operators expand footprint

Delivery app adoption expands as restaurants respond to rising demand for convenience

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