



Euromonitor  
International

# Consumer Foodservice in Nigeria

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## Consumer Foodservice in Nigeria

### 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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Alcohol-led social consumption supports transaction volumes

Bars/pubs emerges as most dynamic category

Value for money supports steady demand for alcohol in bars

#### WHAT'S NEXT?

Urbanisation and youth demand to support transaction volumes

Convenience-led consumption to shape fulfilment trends

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#### 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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### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Limited-service restaurants see value-driven gains amid inflation and expanding access

Burger limited-service restaurants lead growth

Value for money drives demand in other limited-service restaurants

### WHAT'S NEXT?

Limited-service restaurants to face real value pressure amid ongoing inflation

Rising internet access and mobile ordering will accelerate fulfilment

Premiumisation and product consistency will support performance

### COMPETITIVE LANDSCAPE

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### Street Stalls/Kiosks in Nigeria

#### 2025 DEVELOPMENTS

Affordability and informality remain key advantages

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Affordability and low entry barriers drive growth

Chained operators lead expansion

Street stalls/kiosks benefit from value-for-money appeal and expanding delivery integration

#### WHAT'S NEXT?

Affordability to drive growth

Growing convenience demand to strengthen fulfilment and delivery partnerships

Innovation, renewable energy adoption and SME to support future performance

#### COMPETITIVE LANDSCAPE

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#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Lodging emerges as the most dynamic non-standalone location

Standalone outlets lose ground

Convenience-seeking consumers drive fulfilment through delivery services

#### WHAT'S NEXT?

Lodging expected to be the most dynamic non-standalone location  
Standalone will face strong competition from other locations  
Macroeconomic pressures and security risks may hinder performance in certain locations  
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## COMPETITIVE LANDSCAPE

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