

Snacks in Nigeria

July 2025

Table of Contents

Snacks in Nigeria

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

- Table 1 Sales of Snacks by Category: Volume 2020-2025
- Table 2 Sales of Snacks by Category: Value 2020-2025
- Table 3 Sales of Snacks by Category: % Volume Growth 2020-2025
- Table 4 Sales of Snacks by Category: % Value Growth 2020-2025
- Table 5 NBO Company Shares of Snacks: % Value 2021-2025
- Table 6 LBN Brand Shares of Snacks: % Value 2022-2025
- Table 7 Penetration of Private Label by Category: % Value 2020-2025
- Table 8 Distribution of Snacks by Format: % Value 2020-2025
- Table 9 Forecast Sales of Snacks by Category: Volume 2025-2030
- Table 10 Forecast Sales of Snacks by Category: Value 2025-2030
- Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
- Table 12 Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Nigeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Double-digit value growth amid easing price pressures and rising consumption

Mars Inc strengthens its leadership through wide brand appeal and strong retail visibility

Small local grocers remain the key distribution channel despite gradual share decline

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery is set to grow as economic recovery and the rising middle class boost demand Local sourcing and affordability are expected to shape future growth in chocolate confectionery Health and wellness is an opportunity for innovation in chocolate confectionery

CATEGORY DATA

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2020-2025
- Table 14 Sales of Chocolate Confectionery by Category: Value 2020-2025
- Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025
- Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025
- Table 17 Sales of Chocolate Tablets by Type: % Value 2020-2025
- Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2021-2025
- Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025
- Table 20 Distribution of Chocolate Confectionery by Format: % Value 2020-2025
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030
- Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030

Gum in Nigeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chewing gum drives strong value growth as consumer demand rebounds

Perfetti Van Melle leads gum through local production, brand variety, and strong promotional activity

Small local grocers lead as economic conditions drive the shift to smaller pack purchases

PROSPECTS AND OPPORTUNITIES

Chewing gum is expected to lead growth as economic conditions and the consumer base improve Innovation and expanding distribution is set to drive growth for gum Health-focused innovation and functional benefits may shape gum development

CATEGORY DATA

- Table 25 Sales of Gum by Category: Volume 2020-2025
- Table 26 Sales of Gum by Category: Value 2020-2025
- Table 27 Sales of Gum by Category: % Volume Growth 2020-2025
- Table 28 Sales of Gum by Category: % Value Growth 2020-2025
- Table 29 Sales of Gum by Flavour: Rankings 2020-2025
- Table 30 NBO Company Shares of Gum: % Value 2021-2025
- Table 31 LBN Brand Shares of Gum: % Value 2022-2025
- Table 32 Distribution of Gum by Format: % Value 2020-2025
- Table 33 Forecast Sales of Gum by Category: Volume 2025-2030
- Table 34 Forecast Sales of Gum by Category: Value 2025-2030
- Table 35 Forecast Sales of Gum by Category: % Volume Growth 2025-2030
- Table 36 Forecast Sales of Gum by Category: % Value Growth 2025-2030

Sugar Confectionery in Nigeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and product variety drive recovery in sugar confectionery amid lingering economic challenges Sweetco Foods Ltd leads with strong distribution and regional presence Small local grocers remain dominant, while supermarkets gain share through modernisation

PROSPECTS AND OPPORTUNITIES

Sugar confectionery is set for growth as economic conditions improve and demand among children rises Intensified competition and innovation is expected to drive sales of sugar confectionery

Health-focused innovations have an opportunity to align with growing sugar concerns

CATEGORY DATA

- Table 37 Sales of Sugar Confectionery by Category: Volume 2020-2025
- Table 38 Sales of Sugar Confectionery by Category: Value 2020-2025
- Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025
- Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2020-2025
- Table 41 Sales of Chewy Candies by Type: % Value 2020-2025
- Table 42 NBO Company Shares of Sugar Confectionery: % Value 2021-2025
- Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2022-2025
- Table 44 Distribution of Sugar Confectionery by Format: % Value 2020-2025
- Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030

- Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2025-2030
- Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030
- Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Ice Cream in Nigeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ice cream records a gradual recovery amid price pressures and shifting consumer habits

Fan Milk retains its lead despite growing pressure from UAC Foods Plc

Supermarkets gain ground while small local grocers retain the lead of ice cream distribution

PROSPECTS AND OPPORTUNITIES

Economic recovery and urbanisation is expected to drive growth for ice cream

Premium formats and digital distribution is expected to impact ice cream over the forecast period

Health awareness could impact product innovation and drive growth for ice cream

CATEGORY DATA

- Table 49 Sales of Ice Cream by Category: Volume 2020-2025
- Table 50 Sales of Ice Cream by Category: Value 2020-2025
- Table 51 Sales of Ice Cream by Category: % Volume Growth 2020-2025
- Table 52 Sales of Ice Cream by Category: % Value Growth 2020-2025
- Table 53 Sales of Ice Cream by Leading Flavours: Rankings 2020-2025
- Table 54 Sales of Impulse Ice Cream by Format: % Value 2020-2025
- Table 55 NBO Company Shares of Ice Cream: % Value 2021-2025
- Table 56 LBN Brand Shares of Ice Cream: % Value 2022-2025
- Table 57 NBO Company Shares of Impulse Ice Cream: % Value 2021-2025
- Table 58 LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025
- Table 59 NBO Company Shares of Take-home Ice Cream: % Value 2021-2025
- Table 60 LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025
- Table 61 Distribution of Ice Cream by Format: % Value 2020-2025
- Table 62 Forecast Sales of Ice Cream by Category: Volume 2025-2030
- Table 63 Forecast Sales of Ice Cream by Category: Value 2025-2030
- Table 64 Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030
- Table 65 Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

Savoury Snacks in Nigeria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local innovation and affordability drive growth in savoury snacks in 2025

Beloxxi Industries retains its lead, while Newbisco records share through Kemps Cream Crackers

Small local grocers remain dominant in savoury snacks amid economic pressures

PROSPECTS AND OPPORTUNITIES

Economic recovery and local innovation is expected to boost growth for savoury snacks

Competition and innovation are expected to drive sales of savoury snacks in Nigeria

Health positioning, local sourcing and a movement away from sugar should benefit savoury snacks

Summary 2 - Other Savoury Snacks by Product Type: 2025

CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025

- Table 67 Sales of Savoury Snacks by Category: Value 2020-2025
- Table 68 Sales of Savoury Snacks by Category: % Volume Growth 2020-2025
- Table 69 Sales of Savoury Snacks by Category: % Value Growth 2020-2025
- Table 70 NBO Company Shares of Savoury Snacks: % Value 2021-2025
- Table 71 LBN Brand Shares of Savoury Snacks: % Value 2022-2025
- Table 72 Distribution of Savoury Snacks by Format: % Value 2020-2025
- Table 73 Forecast Sales of Savoury Snacks by Category: Volume 2025-2030
- Table 74 Forecast Sales of Savoury Snacks by Category: Value 2025-2030
- Table 75 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
- Table 76 Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

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

CATEGORY DATA

- Table 77 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025
- Table 78 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025
- Table 79 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025
- Table 80 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025
- Table 81 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025
- Table 82 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025
- Table 83 NBO Company Shares of Sweet Biscuits: % Value 2021-2025
- Table 84 LBN Brand Shares of Sweet Biscuits: % Value 2022-2025
- Table 85 NBO Company Shares of Snack Bars: % Value 2021-2025
- Table 86 LBN Brand Shares of Snack Bars: % Value 2022-2025
- Table 87 NBO Company Shares of Fruit Snacks: % Value 2021-2025
- Table 88 LBN Brand Shares of Fruit Snacks: % Value 2022-2025
- Table 89 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025
- Table 90 Distribution of Sweet Biscuits by Format: % Value 2020-2025
- Table 91 Distribution of Snack Bars by Format: % Value 2020-2025
- Table 92 Distribution of Fruit Snacks by Format: % Value 2020-2025
- Table 93 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030
- Table 94 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030
- Table 95 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030
- Table 96 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

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/snacks-in-nigeria/report.