

Dairy Products and Alternatives in Nigeria

August 2024

Table of Contents

Dairy Products and Alternatives in Nigeria

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 5 Penetration of Private Label by Category: % Value 2019-2024
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation impact and consumer substitution

Resilience of prepared baby food and local brands

Shift towards smaller pack sizes and the rise of local brands

PROSPECTS AND OPPORTUNITIES

The challenge of rising prices and the shift to local sourcing

Population growth and urbanisation to drive demand

Prepared baby food to lead future growth

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2019-2024
- Table 10 Sales of Baby Food by Category: Value 2019-2024
- Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
- Table 14 NBO Company Shares of Baby Food: % Value 2020-2024
- Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 16 Distribution of Baby Food by Format: % Value 2019-2024
- Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 18 Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Impact of inflation on consumer demand
Resilience of margarine and challenges for butter
Marketing strategies and the rise of local production

PROSPECTS AND OPPORTUNITIES

Navigating economic uncertainties and increasing affordability Urbanisation and the growing demand for bread spreads Margarine and spreads to lead growth

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 - Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 - NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 - Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Impact of price sensitivity on consumer demand

Spreadable cheese outperforming processed cheese

Expansion of local brands and innovations

PROSPECTS AND OPPORTUNITIES

Navigating challenges through localisation and brand loyalty Opportunities in growing urbanisation and retail expansion Spreadable processed cheese leading growth prospects

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2019-2024

Table 33 - Sales of Cheese by Category: Value 2019-2024

Table 34 - Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 - Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 - Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 - Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 - Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 - NBO Company Shares of Cheese: % Value 2020-2024

Table 40 - LBN Brand Shares of Cheese: % Value 2021-2024

Table 41 - Distribution of Cheese by Format: % Value 2019-2024

Table 42 - Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 - Forecast Sales of Cheese by Category: Value 2024-2029

Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Impact of price sensitivity on consumer demand

Performance of drinking milk products

Consumer trends and product innovations

PROSPECTS AND OPPORTUNITIES

Challenges and strategies for the forecast period

Opportunities and consumer trends over the forecast period

Performance outlook for subcategories

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 - Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity and its impact on yoghurt and sour milk products

Category performance

Consumer trends and product innovations

PROSPECTS AND OPPORTUNITIES

Challenges and strategic responses

Opportunities and consumer trends over the forecast period

Subcategory performance outlook

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth in other dairy driven by coffee whiteners

Coffee whiteners lead the pack

Packaging innovations in response to economic conditions

PROSPECTS AND OPPORTUNITIES

Challenges and strategic responses

Growth potential and consumer trends

Expected performance of subcategories

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2019-2024

Table 70 - Sales of Other Dairy by Category: Value 2019-2024

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 - Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 - Sales of Cream by Type: % Value 2019-2024

Table 74 - NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 - LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 - Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 - Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in volume sales due to economic challenges

Almond milk outperforms, soy drinks struggle

Limited new product development amidst economic pressures

PROSPECTS AND OPPORTUNITIES

High prices continue to challenge sales growth

Economic recovery and growth potential

Almond milk to lead growth, soy drinks to drive overall growth

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

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/dairy-products-and-alternatives-in-nigeria/report.