



Cooking Ingredients and Meals in Nigeria

November 2025

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Cooking Ingredients and Meals in Nigeria

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

CHANNELS

Traditional grocers remain dominant amid economic constraints

Supermarkets gain share as modern retail broadens appeal

E-commerce expands slowly but steadily as habits evolve

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Price increases soften and demand rises

INDUSTRY PERFORMANCE

Exchange rate pressures and informal imports shape market dynamics

Soy oil leads growth on health positioning and affordability

WHAT'S NEXT?

Economic recovery and population growth to sustain expansion
Health awareness fuels diversification into premium oil types
Competition and local sourcing to shape future affordability and innovation

COMPETITIVE LANDSCAPE

PZ Wilmar maintains category leadership through Devon King's
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Import ranges face supply issues

INDUSTRY PERFORMANCE

Price moderation lifts volumes, but penetration remains shallow
Ready meals outpace soup in value terms, while usage occasions narrow

WHAT'S NEXT?

Recovery, urban lifestyles and modern retail to underpin gradual expansion
Health, authenticity and lighter labels can nudge premium trade-ups
Innovation, localisation and digital routes to shelf will do the heavy lifting

COMPETITIVE LANDSCAPE

Unilever Nigeria sustains leadership through breadth, visibility and price discipline
Challenger brands and local ready-meal pioneers gain ground through relevance

CHANNELS

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2025 DEVELOPMENTS

Local innovation fuels growth

INDUSTRY PERFORMANCE

Essential categories anchor growth amid ongoing economic strain

Affordable innovation and localisation expand consumer choice

WHAT'S NEXT?

Economic recovery and population growth to sustain expansion

Health awareness encourages reformulation and authenticity

Innovation and competition to intensify across subcategories

COMPETITIVE LANDSCAPE

Nestlé Nigeria consolidates leadership through the enduring strength of Maggi

Vital Products and TGI Distri strengthen presence through innovation and affordability

Local entrants invigorate the market with niche concepts and traditional flavours

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Sweet Spreads in Nigeria

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

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CHANNELS

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