



# Processed Meat, Seafood and Alternatives To Meat in Nigeria

January 2026

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Weak consumer spending power dampens the demand for non-essential products

### INDUSTRY PERFORMANCE

Products become occasional consumption items in a tough economic situation

Shelf stable seafood and frozen processed poultry benefit from lower prices

### WHAT'S NEXT?

Rebound in consumption anticipated as the economy recovers

Healthier options and alternatives to gain traction

The competitive and distribution landscapes are set to see changes

### COMPETITIVE LANDSCAPE

Titus leads with strong reach and brand equity as the competition intensifies

Local players make gains with lower prices and strong availability

### CHANNELS

Small local grocers continue to meet the needs of consumers

Modern retail channels gain ground and momentum

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Nigeria - Industry Overview

## EXECUTIVE SUMMARY

Slower price increases push a rebound in demand

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Focus on essentials and affordability in a still tough economic situation

Bokku! emerges with a good quality, economy-based offer

Health concerns play a growing role in consumers' purchasing decisions

### WHAT'S NEXT?

Improving economic conditions to boost the demand for staple foods  
Strong company activity to develop and grow staple foods in Nigeria  
Ongoing gradual shift to modern retail channels

## COMPETITIVE LANDSCAPE

Local companies dominate the competitive landscape  
Local companies invest to make gains

## CHANNELS

Small local grocers dominate despite increasing competition from modern retail formats  
Foodservice benefits from easing inflation and a consistent customer base

## MARKET DATA

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