



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

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
Table 16 - Sales of Staple Foods by Category: Value 2020-2025
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/processed-meat-seafood-and-alternatives-to-meat-in-nigeria/report.