



**Euromonitor
International**

Meals and Soups in Nigeria

November 2025

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Meals and Soups in Nigeria - Category analysis

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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

Supermarkets set the pace for discovery and trusted cold-chain execution

E-commerce punches above its weight thanks to assortment depth and convenience

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Cooking Ingredients and Meals in Nigeria - Industry Overview

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
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