



Passport

Cheese in Nigeria

Euromonitor International

September 2021

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purposes only.

Some content and data have been
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CHEESE IN NIGERIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- High unit prices and non-essential status continue to restrict growth of cheese in 2021

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Weak, albeit improved, performance for cheese as consumers focus on purchasing essentials

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Cheese continues to suffer high unit prices due to COVID-19 impact on imports

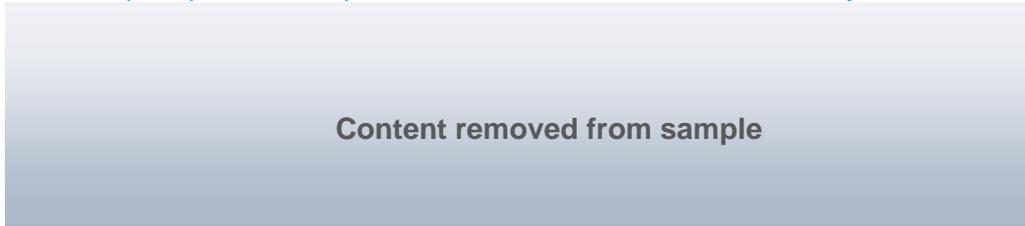
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Lactalis International dominates cheese thanks to the strength of its Président brand

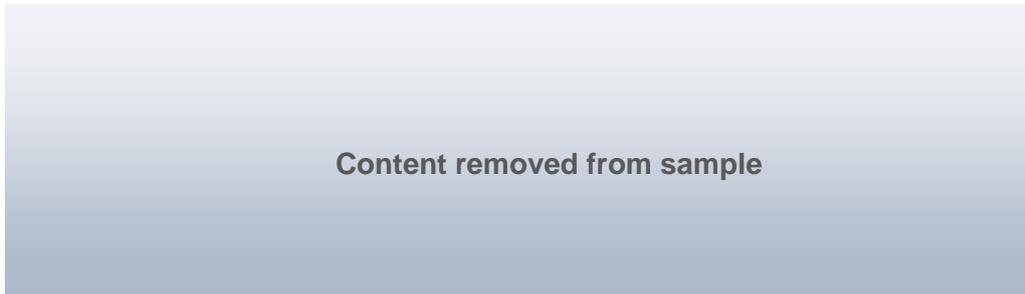
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PROSPECTS AND OPPORTUNITIES

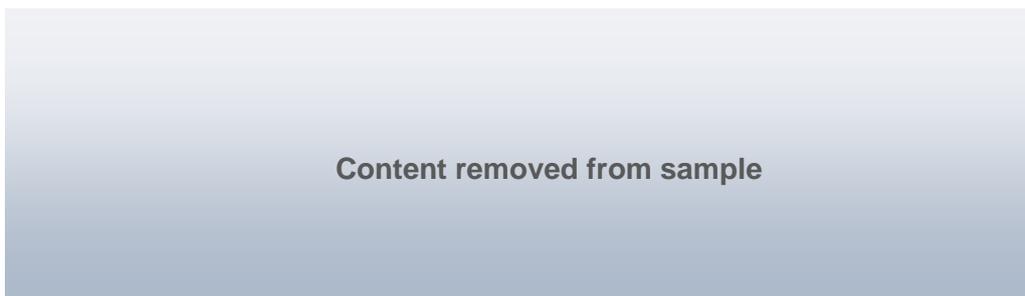
Cheese prospects to improve in line with economic recovery



Growing expatriate and lower-middle income consumer base set to boost cheese sales



Cheese to have greater visibility as more retail outlets are willing to stock it



CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2016-2021

'000 tonnes

	2016	2017	2018	2019	2020	2021
Cheese	Data removed from sample					
- Spreadable Cheese						
- Processed Cheese excl Spreadable						
- Soft Cheese						
- Hard Cheese						
-- Packaged Hard Cheese						
-- Unpackaged Hard Cheese						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Cheese by Category: Value 2016-2021

NGN billion	2016	2017	2018	2019	2020	2021
Cheese	Data removed from sample					
- Spreadable Cheese						
- Processed Cheese excl Spreadable						
- Soft Cheese						
- Hard Cheese						
-- Packaged Hard Cheese						
-- Unpackaged Hard Cheese						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Cheese by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Cheese	Data removed from sample		
- Spreadable Cheese			
- Processed Cheese excl Spreadable			
- Soft Cheese			
- Hard Cheese			
-- Packaged Hard Cheese			
-- Unpackaged Hard Cheese			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Cheese by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Cheese	Data removed from sample		
- Spreadable Cheese			
- Processed Cheese excl Spreadable			
- Soft Cheese			
- Hard Cheese			
-- Packaged Hard Cheese			
-- Unpackaged Hard Cheese			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Cream Cheese	Data removed from sample					
Reconstituted Cheese						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 NBO Company Shares of Cheese: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 LBN Brand Shares of Cheese: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Distribution of Cheese by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						

- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Other Foods Non-Grocery Specialists
- Mixed Retailers
- Non-Store Retailing
- Vending
- Homeshopping
- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Forecast Sales of Cheese by Category: Volume 2021-2026

'000 tonnes	2021	2022	2023	2024	2025	2026
Cheese	Data removed from sample					
- Spreadable Cheese						
- Processed Cheese excl Spreadable						
- Soft Cheese						
- Hard Cheese						
-- Packaged Hard Cheese						
-- Unpackaged Hard Cheese						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Cheese by Category: Value 2021-2026

NGN billion	2021	2022	2023	2024	2025	2026
Cheese	Data removed from sample					
- Spreadable Cheese						
- Soft Cheese						
- Hard Cheese						
-- Packaged Hard Cheese						
-- Unpackaged Hard Cheese						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Cheese by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Cheese	Data removed from sample		
- Spreadable Cheese			
- Processed Cheese excl Spreadable			
- Soft Cheese			

- Hard Cheese
- Packaged Hard Cheese
- Unpackaged Hard Cheese

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Sales of Cheese by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Cheese
- Spreadable Cheese
- Processed Cheese excl Spreadable
- Soft Cheese
- Hard Cheese
- Packaged Hard Cheese
- Unpackaged Hard Cheese

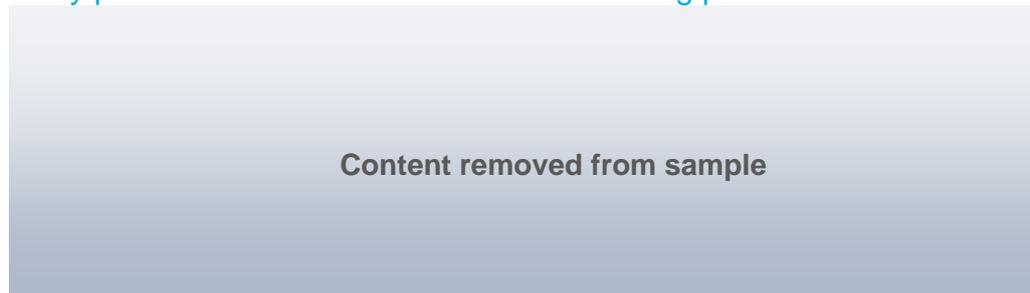
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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

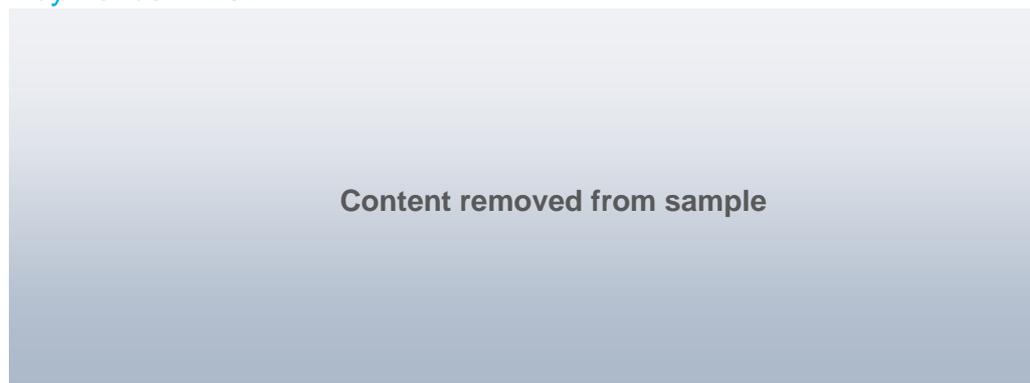
DAIRY PRODUCTS AND ALTERNATIVES IN NIGERIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

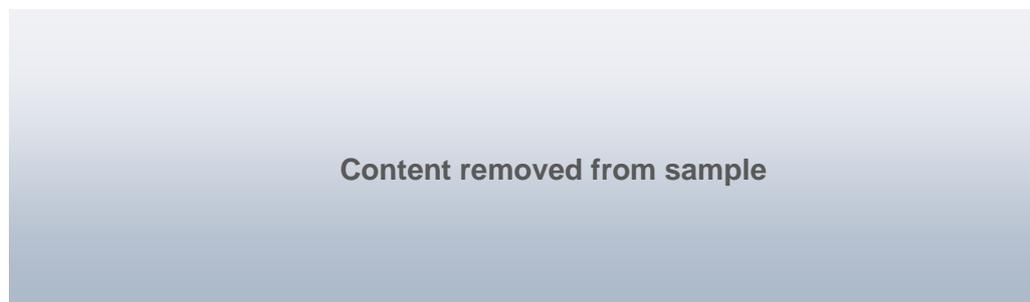
Dairy products and alternatives in 2021: The big picture



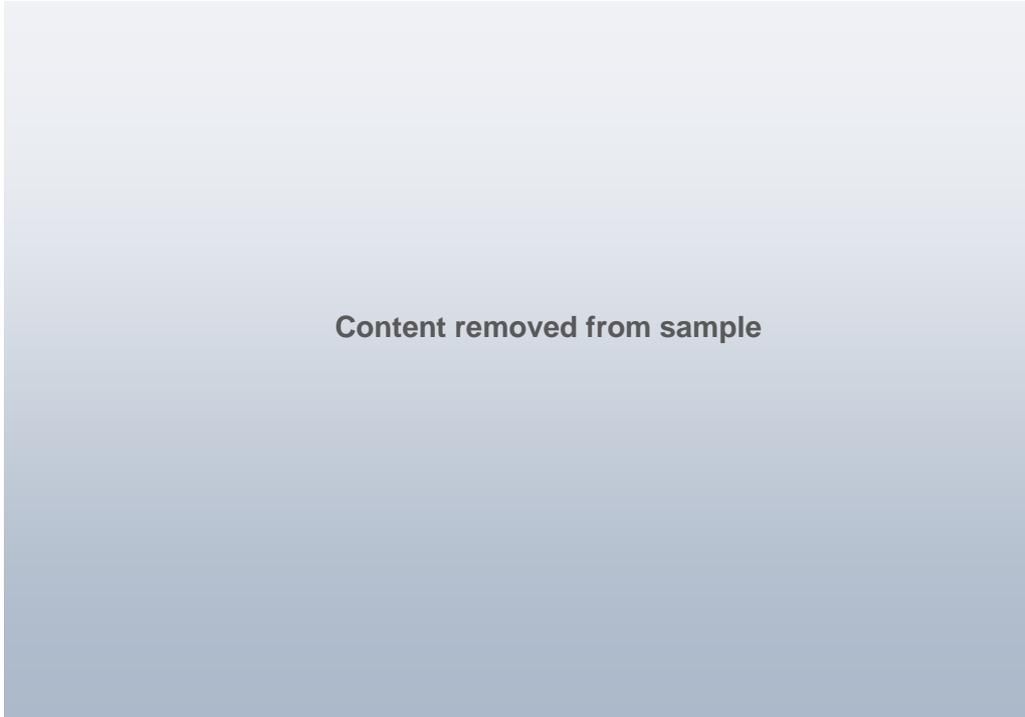
Key trends in 2021



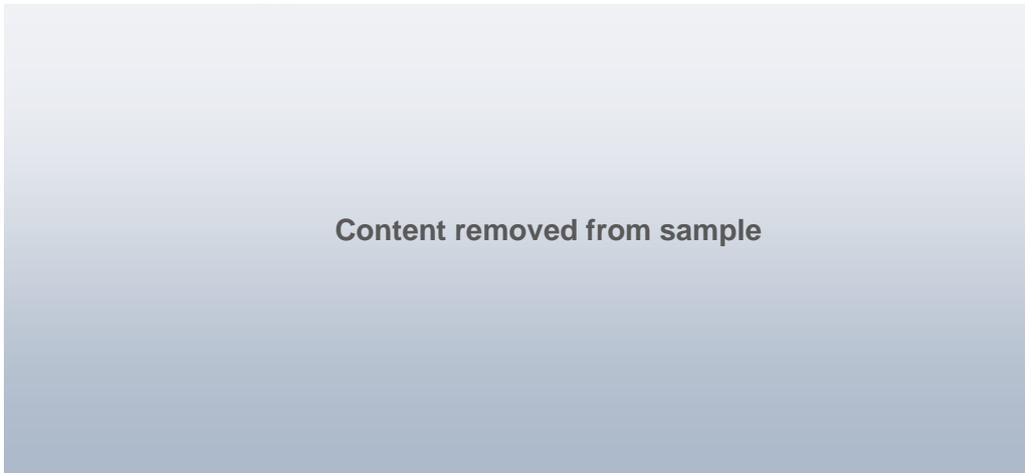
Competitive landscape



Channel developments



What next for dairy products and alternatives?



MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2016-2021

NGN billion

	2016	2017	2018	2019	2020	2021
Dairy Products and Alternatives Baby Food Dairy	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Baby Food Dairy Products and Alternatives Dairy	Data removed from sample		

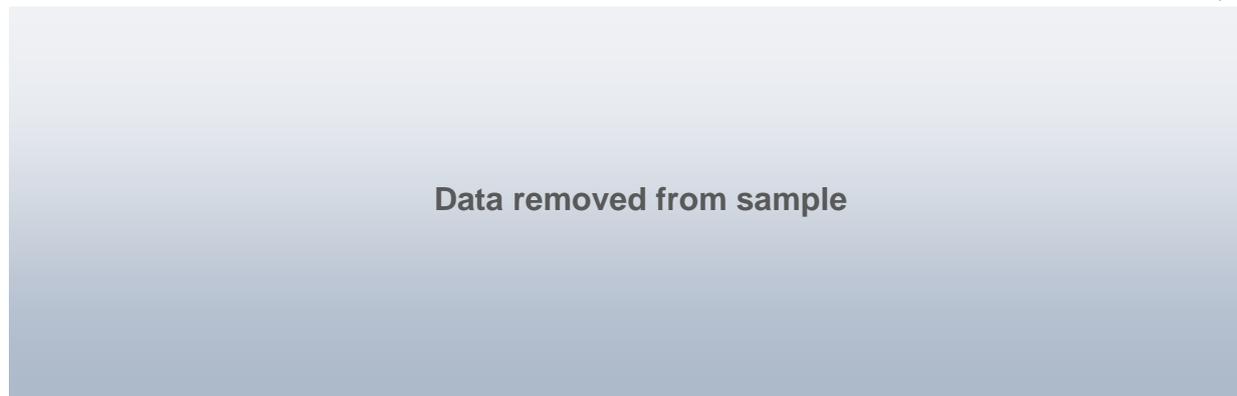
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2017-2021

% retail value rsp
Company

	2017	2018	2019	2020	2021
	Data removed from sample				

Data removed from sample

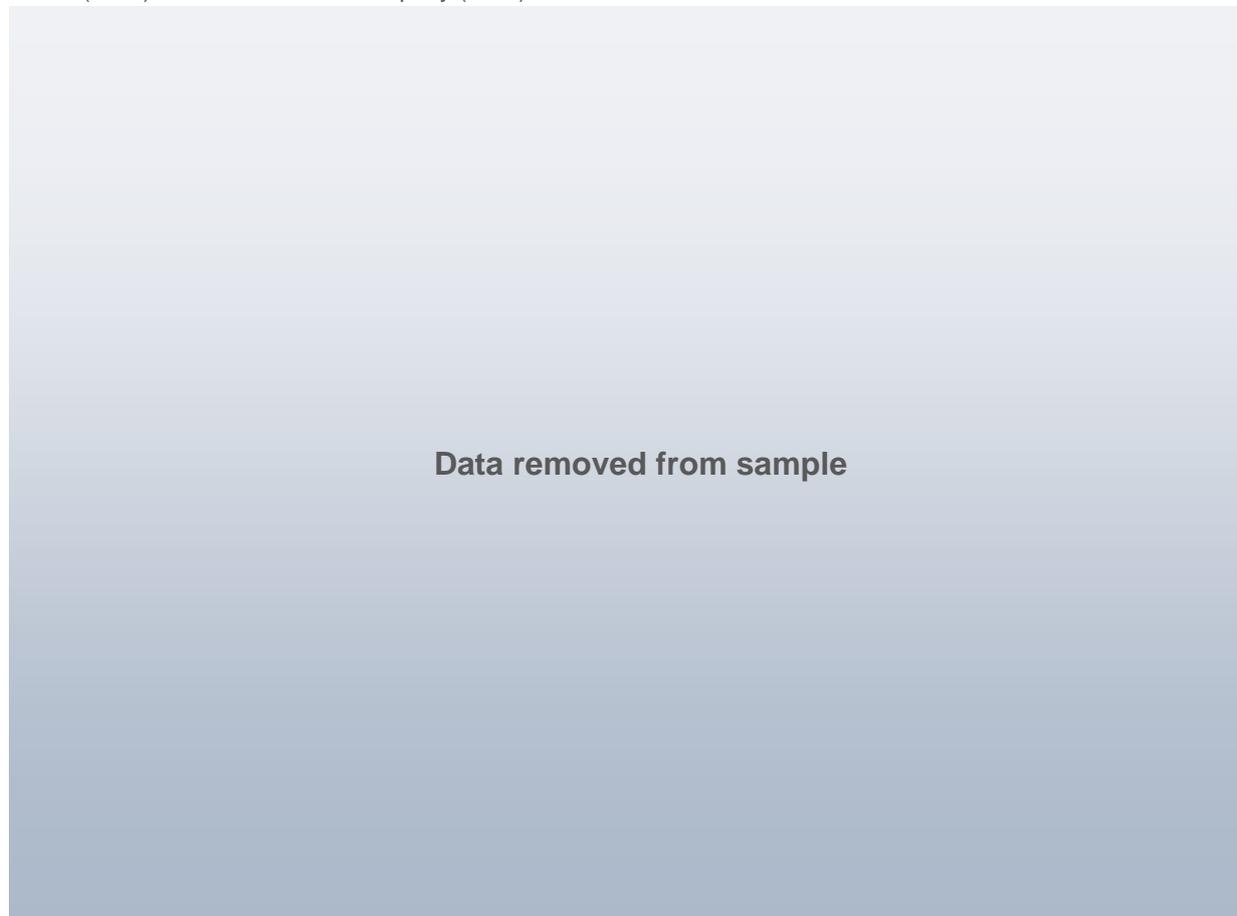


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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
 - Grocery Retailers
 - Modern Grocery Retailers
 - Convenience Stores
 - Discounters
 - Forecourt Retailers
 - Hypermarkets
 - Supermarkets
 - Traditional Grocery Retailers
 - Food/drink/tobacco specialists
 - Independent Small Grocers
 - Other Grocery Retailers
 - Non-Grocery Specialists
 - Health and Beauty Specialist Retailers
 - Other Foods Non-Grocery Specialists
 - Mixed Retailers
- Non-Store Retailing
 - Vending
 - Homeshopping
 - E-Commerce
 - Direct Selling
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2021-2026

NGN billion

	2021	2022	2023	2024	2025	2026
Dairy Products and Alternatives	Data removed from sample					
Dairy						
Baby Food						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Baby Food	Data removed from sample		
Dairy			
Dairy Products and Alternatives			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

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SOURCES

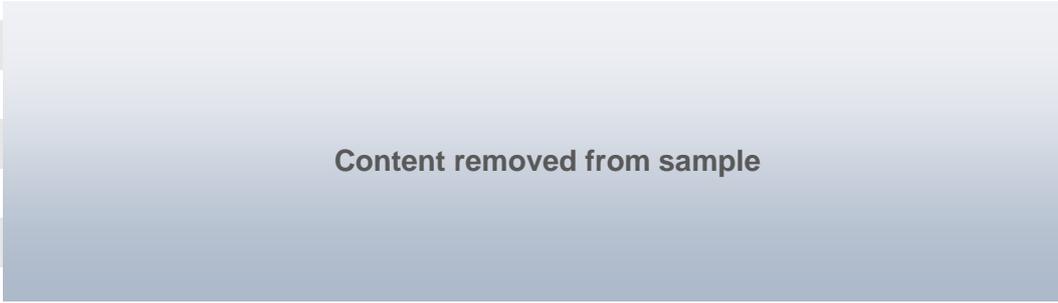
Sources used during research include the following:

Summary 1 Research Sources

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Source: Euromonitor International