



Rice, Pasta and Noodles in Nigeria

November 2023

Table of Contents

Rice, Pasta and Noodles in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Although considered essential, rice, pasta and noodles sees decline in 2023 due to rising prices

Noodles sees positive growth, despite economic fragility

Rice is now available in innovative small packs, but faces competition from unpackaged rice

PROSPECTS AND OPPORTUNITIES

Growth in urban population to boost forecast performance

Noodles set to continue to drive growth due to affordability and convenience

Rice will see growth but will continue to face competition from unpackaged rice

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 6 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 7 - NBO Company Shares of Rice: % Value 2019-2023

Table 8 - LBN Brand Shares of Rice: % Value 2020-2023

Table 9 - NBO Company Shares of Pasta: % Value 2019-2023

Table 10 - LBN Brand Shares of Pasta: % Value 2020-2023

Table 11 - NBO Company Shares of Noodles: % Value 2019-2023

Table 12 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 13 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 14 - Distribution of Rice by Format: % Value 2018-2023

Table 15 - Distribution of Pasta by Format: % Value 2018-2023

Table 16 - Distribution of Noodles by Format: % Value 2018-2023

Table 17 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 21 - Sales of Staple Foods by Category: Volume 2018-2023

Table 22 - Sales of Staple Foods by Category: Value 2018-2023

Table 23 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 24 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 26 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 27 - Penetration of Private Label by Category: % Value 2018-2023

Table 28 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 29 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 30 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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