

# Rice, Pasta and Noodles in Nigeria

December 2024

**Table of Contents** 

## Rice, Pasta and Noodles in Nigeria - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rice, pasta, and noodles lead as top-performing staple foods category Pasta emerges as the best performer amidst economic challenges Intense competition and consumer-centric innovations

## PROSPECTS AND OPPORTUNITIES

Novel approaches and value-added products to spur growth Economic recovery and urban growth to drive demand Pasta's novelty and affordability to sustain growth

#### **CATEGORY DATA**

- Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 8 NBO Company Shares of Rice: % Value 2020-2024
- Table 9 LBN Brand Shares of Rice: % Value 2021-2024
- Table 10 NBO Company Shares of Pasta: % Value 2020-2024
- Table 11 LBN Brand Shares of Pasta: % Value 2021-2024
- Table 12 NBO Company Shares of Noodles: % Value 2020-2024
- Table 13 LBN Brand Shares of Noodles: % Value 2021-2024
- Table 14 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 15 Distribution of Rice by Format: % Value 2019-2024
- Table 16 Distribution of Pasta by Format: % Value 2019-2024
- Table 17 Distribution of Noodles by Format: % Value 2019-2024
- Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 21 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

## Staple Foods in Nigeria - Industry Overview

## EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for Cooking Ingredients and Meals?

## MARKET DATA

- Table 22 Sales of Staple Foods by Category: Volume 2019-2024
- Table 23 Sales of Staple Foods by Category: Value 2019-2024
- Table 24 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 25 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 26 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 27 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 28 Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

## 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/rice-pasta-and-noodles-in-nigeria/report.