



Limited-Service Restaurants in Nigeria

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited-service restaurants see growth in sales and outlet numbers as consumers seek convenience
Local brands Chicken Republic and Kilimanjaro continue to lead limited-service restaurants
Restaurants turn to alternative protein options and delivery services during tough economic times

PROSPECTS AND OPPORTUNITIES

Younger generation set to drive growth over the forecast period, thanks to ongoing developments in ordering services
Third-party delivery services will continue to evolve and support growth
Outlet expansion, digital integration and increased advertising set to drive growth

CATEGORY DATA

- Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2019-2024
- Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2019-2024
- Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2019-2024
- Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2019-2024
- Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2019-2024
- Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2019-2024
- Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2024
- Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2024
- Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2024-2029
- Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2024-2029
- Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2024-2029
- Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2024-2029
- Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2024-2029
- Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2024-2029

Consumer Foodservice in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture
2024 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

- Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2019-2024
- Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024
- Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024
- Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024
- Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024
- Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024
- Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024
- Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2019-2024
- Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024
- Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024
- Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024
- Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029
- Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % 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/limited-service-restaurants-in-nigeria/report.