



**Euromonitor  
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# Processed Meat, Seafood and Alternatives To Meat in Nigeria

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflation pushes lower volume demand
- Frozen processed poultry performs best due to affordability and convenience
- Growing availability of small pack sizes to boost affordability

PROSPECTS AND OPPORTUNITIES

- More local company presence to boost variety
- Economic recovery to drive demand
- Frozen processed poultry to continue driving overall growth as it sees demand from busy, urban Consumers

CATEGORY DATA

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- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
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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?

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## SOURCES

### Summary 1 - Research Sources

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