

Meals and Soups in Nigeria

December 2024

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Meals and Soups in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic strain and price sensitivity define category performance Soup maintains marginally better performance over ready meals Limited innovation and rising costs suppress product availability

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Overcoming inflationary challenges through innovation and strategic positioning Opportunities arising from economic recovery and shifting consumer preferences Ready meals positioned for stronger growth, but challenges remain

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