



Sugar Confectionery in Nigeria

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and product variety drive recovery in sugar confectionery amid lingering economic challenges
Sweetco Foods Ltd leads with strong distribution and regional presence
Small local grocers remain dominant, while supermarkets gain share through modernisation

PROSPECTS AND OPPORTUNITIES

Sugar confectionery is set for growth as economic conditions improve and demand among children rises
Intensified competition and innovation is expected to drive sales of sugar confectionery
Health-focused innovations have an opportunity to align with growing sugar concerns

CATEGORY DATA

- Table 1 - Sales of Sugar Confectionery by Category: Volume 2020-2025
- Table 2 - Sales of Sugar Confectionery by Category: Value 2020-2025
- Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025
- Table 5 - Sales of Chewy Candies by Type: % Value 2020-2025
- Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025
- Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025
- Table 8 - Distribution of Sugar Confectionery by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030
- Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Snacks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2020-2025
- Table 14 - Sales of Snacks by Category: Value 2020-2025
- Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
- Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
- Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
- Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
- Table 19 - Penetration of Private Label by Category: % Value 2020-2025
- Table 20 - Distribution of Snacks by Format: % Value 2020-2025
- Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
- Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

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/sugar-confectionery-in-nigeria/report.