



Euromonitor
International

Processed Fruit and Vegetables in Nigeria

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Processed Fruit and Vegetables in Nigeria - Category analysis

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2025 DEVELOPMENTS

Demand remains sluggish amid signs of recovery

INDUSTRY PERFORMANCE

Shelf stable vegetables rebounds through small pack purchases and the at-home dining trend

Players tailor strategies to appeal to different consumer groups

WHAT'S NEXT?

Economic recovery to drive the demand for processed fruit and vegetables

Healthier eating and convenience trends to shape new product development

Improved distribution to push frozen processed vegetables and potatoes

COMPETITIVE LANDSCAPE

Farrows consolidates its leadership through a strong offer of shelf stable vegetables

Sun Mark gains through widening distribution and low prices

CHANNELS

Small local grocers modernise stores and assortments

Retail modernisation impacts the distribution of processed fruit and vegetables

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Staple Foods in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Slower price increases push a rebound in demand

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INDUSTRY PERFORMANCE

Focus on essentials and affordability in a still tough economic situation

Bokku! emerges with a good quality, economy-based offer

Health concerns play a growing role in consumers' purchasing decisions

WHAT'S NEXT?

Improving economic conditions to boost the demand for staple foods

Strong company activity to develop and grow staple foods in Nigeria

Ongoing gradual shift to modern retail channels

COMPETITIVE LANDSCAPE

Local companies dominate the competitive landscape

Local companies invest to make gains

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