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Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria

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Sweet Biscuits, Snack Bars and Fruit Snacks in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet biscuits lead growth amid inflation and changing consumer behaviour

OK Foods Nigeria retains its lead while Pladis Foods Nigeria records the strongest uplift in share

Small local grocers remain dominant while supermarkets gain ground

PROSPECTS AND OPPORTUNITIES

Demand for will be driven by the rise of young and middle-class consumers

Economic recovery should boost product innovation and distribution efficiency

Health trends are expected to drive product innovation across the forecast period

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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