



Euromonitor
International

Edible Oils in Nigeria

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases soften and demand rises

INDUSTRY PERFORMANCE

Exchange rate pressures and informal imports shape market dynamics
Soy oil leads growth on health positioning and affordability

WHAT'S NEXT?

Economic recovery and population growth to sustain expansion
Health awareness fuels diversification into premium oil types
Competition and local sourcing to shape future affordability and innovation

COMPETITIVE LANDSCAPE

PZ Wilmar maintains category leadership through Devon King's
Chi Ltd's Golden Terra builds brand equity through effective storytelling

CHANNELS

Traditional retailers remain the cornerstone of distribution
Supermarkets broaden appeal but face economic headwinds
E-commerce grows slowly as consumers favour in-person purchasing

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EXECUTIVE SUMMARY

More stable economic conditions enable stronger spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Innovation in blended products and convenience formats drives value
Smaller pack sizes sustain accessibility and broaden category reach

WHAT'S NEXT?

Steady category expansion supported by economic recovery and urbanisation
Competition, localisation, and innovation to define the next growth phase
Visibility, distribution, and digital access emerge as key strategic priorities

COMPETITIVE LANDSCAPE

Nestlé Nigeria Plc maintains leadership through Maggi's scale and trust

TGI Distri Ltd expands presence through affordable innovation

Local players leverage authenticity, affordability, and niche innovation

CHANNELS

Traditional grocers remain dominant amid economic constraints

Supermarkets gain share as modern retail broadens appeal

E-commerce expands slowly but steadily as habits evolve

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