



Euromonitor
International

Sweet Spreads in Nigeria

November 2025

Table of Contents

Sweet Spreads in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local players widen range of affordable products

INDUSTRY PERFORMANCE

Economic strain curbs demand, but local brands reframe affordability

Chocolate spreads lead growth as local players bring innovation and reach

WHAT'S NEXT?

Rising incomes and modern retail growth to underpin forecast expansion

Health positioning and authenticity to gain influence

Innovation and small formats to remain key growth drivers

COMPETITIVE LANDSCAPE

Geurts maintains leadership in jams through heritage and availability

Ajrena Foods and new local entrants strengthen domestic competition

CHANNELS

Traditional grocers sustain dominance through proximity and pack flexibility

Modern retail and e-commerce channels expand reach and variety

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Nigeria - Industry Overview

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

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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