



Euromonitor
International

Ice Cream in Nigeria

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ice cream records a gradual recovery amid price pressures and shifting consumer habits
Fan Milk retains its lead despite growing pressure from UAC Foods Plc
Supermarkets gain ground while small local grocers retain the lead of ice cream distribution

PROSPECTS AND OPPORTUNITIES

Economic recovery and urbanisation is expected to drive growth for ice cream
Premium formats and digital distribution is expected to impact ice cream over the forecast period
Health awareness could impact product innovation and drive growth for ice cream

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2020-2025
Table 2 - Sales of Ice Cream by Category: Value 2020-2025
Table 3 - Sales of Ice Cream by Category: % Volume Growth 2020-2025
Table 4 - Sales of Ice Cream by Category: % Value Growth 2020-2025
Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025
Table 6 - Sales of Impulse Ice Cream by Format: % Value 2020-2025
Table 7 - NBO Company Shares of Ice Cream: % Value 2021-2025
Table 8 - LBN Brand Shares of Ice Cream: % Value 2022-2025
Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025
Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025
Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025
Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025
Table 13 - Distribution of Ice Cream by Format: % Value 2020-2025
Table 14 - Forecast Sales of Ice Cream by Category: Volume 2025-2030
Table 15 - Forecast Sales of Ice Cream by Category: Value 2025-2030
Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030
Table 17 - Forecast Sales of Ice Cream 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 18 - Sales of Snacks by Category: Volume 2020-2025
Table 19 - Sales of Snacks by Category: Value 2020-2025
Table 20 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 21 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 22 - NBO Company Shares of Snacks: % Value 2021-2025
Table 23 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 24 - Penetration of Private Label by Category: % Value 2020-2025
Table 25 - Distribution of Snacks by Format: % Value 2020-2025
Table 26 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 27 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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