



Euromonitor
International

Processed Fruit and Vegetables in Nigeria

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Processed Fruit and Vegetables in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation leads to volume decline for processed fruit and vegetables in 2023

Shelf stable vegetables performs best, but still registers decline as local consumers reduce consumption

Imported processed fruit and vegetables suffer from local currency depreciation in 2023

PROSPECTS AND OPPORTUNITIES

Economic recovery is expected to boost category performance over the forecast period

Growing urban population and modernisation of retail will increase demand for processed fruit and vegetables

Processed vegetables will drive overall growth, while frozen processed potatoes will benefit from the novelty factor

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