



Consumer Foodservice By Location in Nigeria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Consumer foodservice through standalone benefits from new outlets
- Supermarkets increase their foodservice channels to drive sales
- Consumers appreciate the convenience of ordering online and quick delivery

PROSPECTS AND OPPORTUNITIES

- Strong development of standalone locations expected as the economy improves
- More hotels and restaurants in supermarkets will support lodging and retail growth, respectively

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