

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Review of Food and Beverage West Africa Trade Show

**Country:** Nigeria

**Post:** Lagos

**Report Category:** Trade Show Evaluation, Promotion Opportunities

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**Report Highlights:**

Unlike the many smaller trade shows in Nigeria, Food and Beverage (FAB) West Africa 2024 stood out as a well-attended, well-organized, and diverse trade show featuring snack and processed foods, confectionery products, beverages, food ingredients, dairy products, grains, seafood, and food service equipment. The show is held annually each June in Lagos, Nigeria. U.S. exporters interested in exhibiting at the trade show in the future may consult the FAS-Lagos office for more information.

## Introduction to Food and Beverage West Africa

[The show](#) is held annually at the Landmark Centre (Plot 2 & 3, Water Corporation Drive, Victoria Island, Annex 106104) in Lagos, Nigeria, usually during the second full week of June (Figures 1 and 2).

**Figure 1. Landmark Centre**



In 2025, the show will be held June 10-12. FAS-Lagos visited in 2023 as an observer and organized an unofficial USA Pavilion in 2024. In 2024, according to the organizer's [post show report](#), 280 companies exhibited and 5,725 people visited the show. Visitors were from Nigeria, Ghana, Benin Republic, Togo, Senegal, Cameroon, and other African countries.

**Figure 2. Visitor Information Desk at Entrance**



### FAS-Lagos Review of the 2024 Show

FAS-Lagos observed more than 12 country pavilions. More than 50 percent of the country pavilions were from Asia, which included Türkiye, Indonesia, the United Arab Emirates, the People’s Republic of China, and India. A total of three exhibition halls were in use (Figures 3 and 4).

**Figures 3 and 4. Pavilions in Halls 1 & 3 (above); and Hall 2 (below)**



The USA pavilion was in exhibition hall 1, and was set up and managed by [IMEX](#) (Figure 5). Over 700 visited the USA pavilion. Visitors to the pavilion included Nigerian importers and exporters, beverage distributors, supermarket operators, food processors, agricultural researchers/food technologists, members of the National Supermarket Operators of Nigeria, and an executive from the Restaurant and Food Services Proprietors Association of Nigeria. FAS-Lagos recorded over 70 trade enquiries from existing and new-to-market importers and was on-site to provide market information.

**Figure 5. USA pavilion**



Exhibitors were not placed in specific halls according to sectors or specialties (Figures 6 and 7). Exhibitors included confectionary products, snacks, beverages, processed foods, kitchen/food retail equipment, food ingredients, dairy products, grains, and seafood.

**Figures 6 and 7. Trade Show Floor**



### **FAS-Lagos Recommendations to U.S. Exporters**

Overall, the trade show looked promising because of the professional and focused nature of exhibitors and the quality of visitors. Food and Beverage West Africa is held in Lagos, which is the commercial nerve center of Nigeria. Lagos is served by Murtala Muhammed International Airport, and the city has the largest seaports in the country (Apapa and Tincan Island ports). FAS-Lagos estimates that about 80 percent of the larger food processing, intermediate foods, and ingredient companies are headquartered in Lagos. United (from Washington, DC) and Delta (from Atlanta) Airlines offer regular direct flights from the United States to Murtala Muhammed International Airport.

#### *Recommendations for U.S. citizen travelers to Nigeria*

U.S. citizen exporters interested in visiting Nigeria and exhibiting at Food and Beverage West Africa should apply for a Nigerian visa well in advance as delays are common. Interested parties may also consult Food and Beverage West Africa's [visa guide from the 2024 show](#). Event organizers usually secure agreements with reputable local hotels to offer discounted rates exclusively for visitors. According to the hotel guide from the event organizers, [here](#) is a short list of recommended hotels from the 2024 show. There is also an arrangement for in-country transportation, receiving of customs support letter if carrying samples, etc. In addition, it is recommended that U.S. exporters review the Department of State's [Nigeria International Travel Information](#) page, and check with their physician regarding vaccination and medical needs.

Should a U.S. exporter wish to exhibit, please reach out to FAS-Lagos at [LagosFAS@state.gov](mailto:LagosFAS@state.gov).

### **Market Overview**

Nigeria's retail sector is driven by food and beverage sales and consists of supermarkets, convenience stores and small grocery stores, and traditional open-air markets, accounting for 2 percent, 25 percent, and 73 percent of total retail food sales, respectively. According to the most recent [HRI report](#), the organized fast-food industry is estimated to be valued at \$602.5 million – growing annually at 10

percent in recent years. The country provides a large market for the beverage industry as urban areas are experiencing increasing numbers of hotels, restaurants, cafes, bars, night clubs, and shopping malls. Nigeria's wine market in terms of revenue is forecasted to grow at a compound annual growth rate of 12.75 percent during 2023 – 2028. For more information on the market, U.S. exporters should reference the most recent [Exporter Guide](#) or [contact the FAS-Lagos office](#).

**Attachments:**

No Attachments.