WEBINARS

MEET THE MARKET: CONSUMER DEMOGRAPHICS IN NIGERIA AND WEST AFRICA

Wednesday, May 20, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Mar 19 - Wednesday, May 20, 2026
Riverside | United States of America

https://www.wusata.org/e/BTU3U5N

EVENT DETAILS

Presented by Bryant Christie Inc.,

This webinar is designed for exporters of food and specialty agricultural products based in the Western United States who are interested in entering or expanding in Nigeria and the broader West African region. With a rapidly growing population, expanding urban centers, and a rising middle class, West Africa represents a dynamic and evolving market for agricultural and food exports. Understanding the region's consumer demographics, purchasing power, and retail development is essential for identifying realistic opportunities and effective market entry strategies.

This session will provide a practical overview of Nigeria's role as the region's largest economy and population center, while also highlighting broader demographic and consumption trends across West Africa. Participants will learn how urbanization, income growth, and shifting dietary preferences are influencing demand for imported foods and agricultural products. The webinar will also explore retail and distribution channels, consumer purchasing behaviors, and the implications of a young and rapidly expanding population for long-term export growth.

Detailed Webinar Overview:

1. Welcome and Opening Remarks
    - Introduction
    - Brief overview of objectives and what attendees can expect
2. Overview of West Africa as an Emerging Consumer Market
    - Population growth and demographic trends
    - Economic development and urbanization
    - Why the region is attracting increasing attention from exporters
3. Nigeria: The Anchor Market in West Africa
    - Population size and consumer base
    - Key economic sectors and income distribution
    - Role as a regional trade and distribution hub
4. Consumer Demographics and Purchasing Power
    - Growth of the urban middle class
    - Young consumer base and evolving consumption patterns
    - Regional differences within Nigeria and across West Africa
5. Retail Landscape and Food Distribution Channels
    - Traditional markets and informal retail networks
    - Growth of modern retail and supermarkets
    - Role of importers and distributors in reaching consumers

6. Food Consumption Trends and Demand Drivers

- Increasing demand for packaged and processed foods
- Importance of staple foods and price sensitivity
- Opportunities for premium and convenience-oriented products

7. Key Markets Beyond Nigeria

- Consumer growth in Ghana, Côte d'Ivoire, and Senegal
- Differences in market size, purchasing power, and retail development
- Regional trade dynamics and cross-border distribution

8. Practical Considerations for Exporters

- Market entry approaches and partnership strategies
- Working with local importers and distributors
- Aligning product offerings with consumer demand and price expectations

10. Q&A

- Open floor for participant questions

11. Closing Remarks & Next Steps

- Summary of key takeaways
- Upcoming WUSATA events
- Invitation to one-on-one consulting

Participants will be able to:

1. Understand the demographic and economic trends shaping consumer demand in Nigeria and West Africa.

2. Recognize Nigeria's role as the region's largest consumer market and a gateway for regional distribution.

3. Identify key characteristics of West Africa's growing urban middle class and young consumer base.

4. Understand the structure of food retail and distribution channels across the region.

5. Recognize major food consumption trends and demand drivers relevant to imported agricultural products.

6. Identify emerging consumer markets beyond Nigeria, including Ghana, Côte d'Ivoire, and Senegal.

7. Understand the role of importers and distributors in accessing regional markets.

8. Apply practical insights to evaluate export opportunities and develop market entry strategies in West Africa.

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