



FOOD & BEVERAGE WEST AFRICA

10TH - 12TH JUNE 2025
LANDMARK CENTRE, LAGOS, NIGERIA

2025 SHOW BROCHURE
& 2024 POST SHOW REPORT



**OVER 86% OF
COMPANIES
REBOOKED THEIR
STAND FOR 2025
ONSITE IN 2024**





**“The exhibition has been wonderful,
we have met new distribution customers from
neighbouring countries such as Ghana, Benin,
Uganda and of course Nigeria. Already looking
forward to next year!”**

Navin Adnani,
Jamaica Foodstuff Trading Co, UAE

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 Food and Beverage West Africa

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INTRODUCTION

'Food and Beverage West Africa' is the largest F&B trade exhibition in Africa.

The 2024 edition saw a record number of visitors, including many from neighbouring countries such as Ghana, Benin, Togo, Senegal, and Cameroon, among others.

The event was a huge success, fostering new partnerships, business deals, and unparalleled networking opportunities. It also facilitated the introduction of new products and partnerships in the West African market.

The 6th edition of the exhibition will be held from June 10th to 12th 2025 at the Landmark Centre, VI, Lagos. The 2025 Food and Beverage West Africa exhibition promises to be even bigger and better, with more exhibitors, additional country pavilions, more VIP buyers, exciting new features, and a variety of new F&B products to explore.

Mark your calendars for June 2025—it's an event you won't want to miss!



"FAB West Africa 2024 has exceeded our expectations. We did not expect this many quality attendees to visit our stand, with most of the attendees being distributors from Nigeria, Ghana and Benin."

Amira Rania Boucherif,
SOCIETE DES PRODUITS DE
SUCRE CAPRICE, Algeria

2024 SHOW SUMMARY:



5,725
VISITORS



283
EXHIBITORS



300+
HOSTED VIP
BUYERS



15
COUNTRY
PAVILIONS

THANK YOU TO OUR 2024 SPONSORS AND PARTNERS

PLATINUM SPONSORS:

LINC
DRINKS



SHOW PARTNERS:



EXHIBITOR BREAKDOWN

FAB West Africa 2024 saw 283 exhibitors from 46 countries, making it the largest food and beverage trade show on the continent.

FAB West Africa is the premier destination for businesses seeking new opportunities in West Africa! We collaborate closely with various stakeholders, from local market importers to major retail chains, ensuring a strong presence of buyers eager to explore new products and solutions.

Don't miss this annual opportunity! Contact us today at info@fab-westafrica.com to learn more.

EXHIBITOR FEEDBACK:



96%

Would recommend this exhibition to other companies



84%

of space for 2025 was sold onsite at the 2024 edition



98%

were impressed with the overall organisation of the event



94%

were more than happy with the quality & quantity of visitors

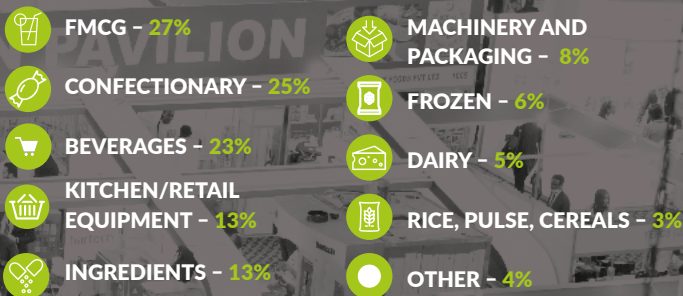


“ FAB West Africa is a good platform to penetrate into the Nigerian Market. The crowd & enquiries which we have received are exceptionally superb. We certainly recommend participation for all F&B companies for the future.”

Wong Kok Mun, Feral Oats Mills, Malaysia



2024 EXHIBITOR CATEGORIES INCLUDED:



EXHIBITOR REGIONS:



“The event has been full with all of the decision makers being here onsite, the purchasing teams, the managers, the owners attending this event. We have exposed ourself to new customers including distributors, importers, manufacturer and retailers.”

Ofir Segal, JSM Foods,
Nigeria

THE WEST AFRICAN MARKET

WHY WEST AFRICA?

The introduction of the African Continental Free Trade Agreement (AfCFTA) has created the world's largest free trade area. The AfCFTA comprises 68 countries with a total population of over 1.3 billion people and a combined GDP of approximately US \$3.4 trillion.



Regional trade agreements such as the Economic Community of West African States (ECOWAS) provide a framework for facilitating trade within the region. International exporters can leverage these agreements to access multiple West African markets more freely.



Consumer expenditures in West Africa are expected to rise to US \$2.1 trillion by 2025, more than doubling the 2015 level.



The food and beverage sector within Nigeria is estimated to grow annually by 12.75% (CAGR 2023-2028).



Revenue in the Nigerian food market amounts to US \$231.50bn in 2023.



The largest category in the Nigerian F&B industry is Confectionery & Snacks, with a market volume of US \$54.23bn in 2023.

“ This was our first time participating at the expo. It was a great opportunity to showcase our range of products to a new market. FAB West Africa helped us understand the market dynamics, customer and operations here in West Africa.”

Sunil Attur, Sea Pride LLC, Oman



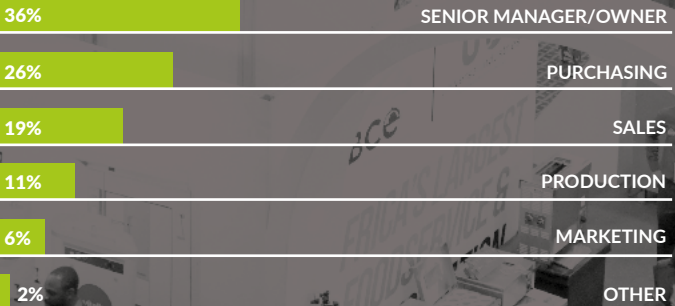
VISITOR BREAKDOWN

The Food and Beverage West Africa exhibition is proud of its strong partnerships with prominent associations that represent the flourishing F&B sector in West Africa. As the leading exhibition in the region, we are the exclusive partner of prestigious organisations such as:

- The Restaurant and Food Services Proprietors Association of Nigeria (REFSPAN)
- Food and Beverage Association of Ghana (FABAG)
- National Association of Supermarket Operators of Nigeria (NASON)
- Ghana Union of Traders Association (GUTA)
- Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA)
- Federation of West African Chamber of Commerce & Industry (FEWACCI)

Our strategic partnerships play a vital role in attracting key stakeholders to the Food and Beverage West Africa exhibition throughout the three-day event. We also collaborate with the largest traditional marketplaces for F&B trade across the country. This unique approach sets our exhibition apart from others on the continent, making it the preferred platform for industry professionals and enthusiasts alike.

VISITOR JOB TITLES

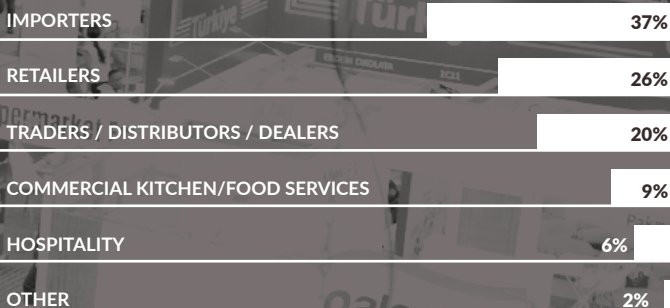


“ FAB West Africa is a must attend event. As a distributor we have found many partners from around the globe over the years when attending this event”

Alex Akinbobola,
Kots Ventures Nigeria
Limited, Nigeria



WHO ATTENDS:



91%
of visitors were successful
in finding new suppliers for
their business

96%
of visitors attended to look for
new partners and suppliers



“The show has been amazing. The people who are visiting our stand are not only quality decision makers in the retail and hospitality sector but from surrounding countries like Ghana, Benin and Cameroon.”

Hiba Tarshishi,
Flavours and Fragrances,
Spain

ABOUT THE VENUE

The Landmark Centre is the leading venue for exhibitions, conferences, and trade shows. With a capacity of over 25,000 people, it is the preferred choice for exhibition organisers worldwide in Nigeria.

Situated in the vibrant business hub of Victoria Island in Lagos, it enjoys a prime location along the Atlantic Ocean Coast. The surrounding area, known as Landmark Village, has seen the opening of various hotels and restaurants, providing exhibitors with world-class facilities and hospitality options. Notable establishments include the Hard Rock Cafe and The Sheraton Four Points Hotel.



EXHIBITOR VIP NETWORKING PARTY

One of our standout offerings that was continued in 2024 is the exclusive FAB West Africa Exhibitor party. This event provides exhibitors and VIP hosted buyers with an evening of relaxed networking. It's a wonderful opportunity for our international guests to connect, unwind, and enjoy West African hospitality through music, cuisine, drinks, and dance.

