



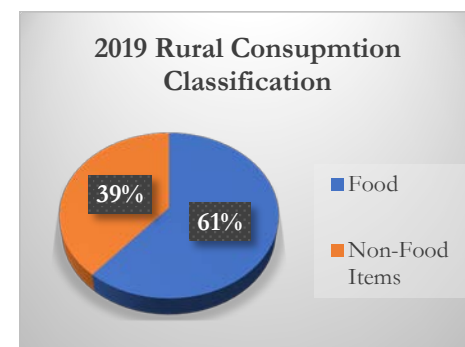
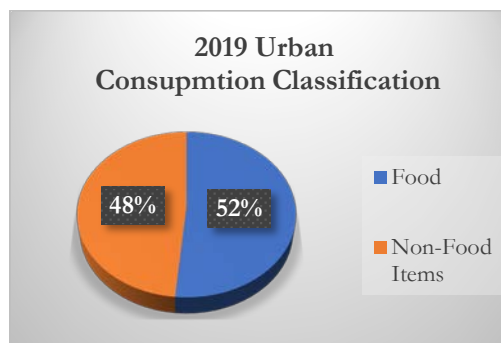
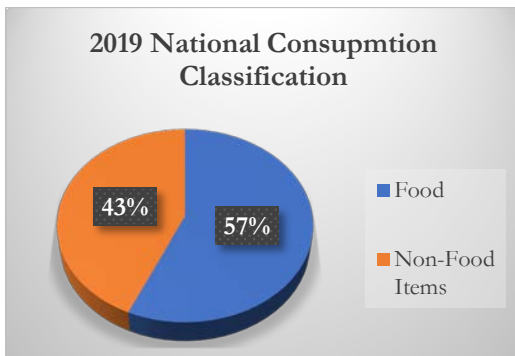
The Consumption Pattern (CP) contributes greatly to the social and economic policy of the country. For a developing country, CP is skewed towards food items while for developed countries, it is skewed towards non-food items. The more developed a society is, the less it spends on food and the more it spends on non-food items.

A survey which covered September 2018 to October 2019, was carried out by the National Bureau of Statistics (NBS) to cover all the 35 states of the federation (with the exclusion of Borno State) and inclusive of the Federal Capital Territory (FCT) between. This was representative of the state level with a sample size of 22,110 households. In developing the CP, 122 food items were classified into 19 major groups and 132 non-food items were classified into 10 major groups



At the national level the total household expenditure on food and non-food for 2019 was **₦40,207,388,459,367** of this total, **56.65%** of total household expenditure in 2019 was spent on food with the balance of about **43.35%** spent on non- food items.

For the purpose of this survey, consumption patterns classification was categorized into four namely; National, Urban/Rural, Geo-Political Zones and States classification respectively.



Total Consumption Expenditure: **₦40.2 Trillion**

Total Urban Consumption Expenditure: **₦19.11 Trillion**

Total Rural Consumption Expenditure: **₦21.09 Trillion**

Source: National Bureau of Statistics (NBS), Kairos Capital Research

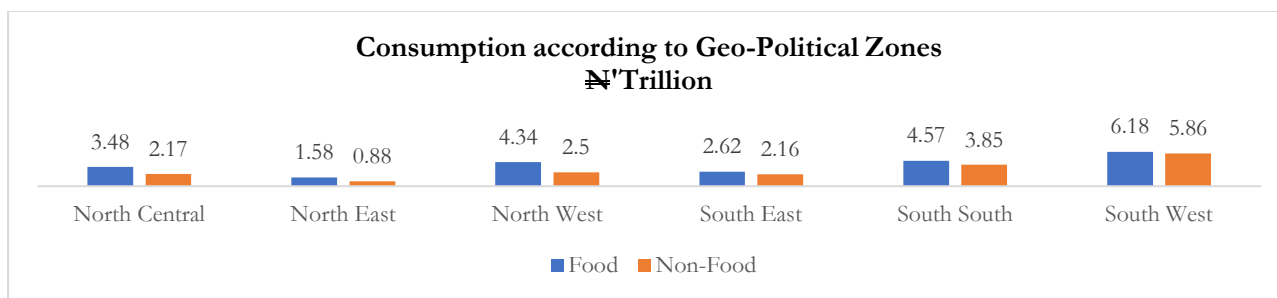
Both the Urban and Rural areas spent mostly on food outside the home; Starchy foods, tubers, and plantains, and rice representing about 37.96% for rural and about 42.59% for urban areas of total expenditure on food.

In the non-food section; education, transport, services and rent represented the highest expenditure while the rural area spent more on health, transport and education.

### Key Highlights:

- **Rural Areas** spent more on food items than **Urban Areas**, spending **61.30%** of its total consumption on food and **38.70%** on non-food items.
- **Urban Areas** spent **51.52%** on food items and **38.70%** on non-food items.
- **Urban Areas** spent more on education than rural areas; spending **7.50%** of its total expenditure on education relative to **4.72%** spent on education in **Rural Areas**.
- **Rural Areas** spent more on health; **7.30%** of its total expenditure while **Urban Areas** spent **4.82%** of its total expenditure on health.

## CONSUMPTION PATTERN ACCORDING TO GEO-POLITICAL ZONES

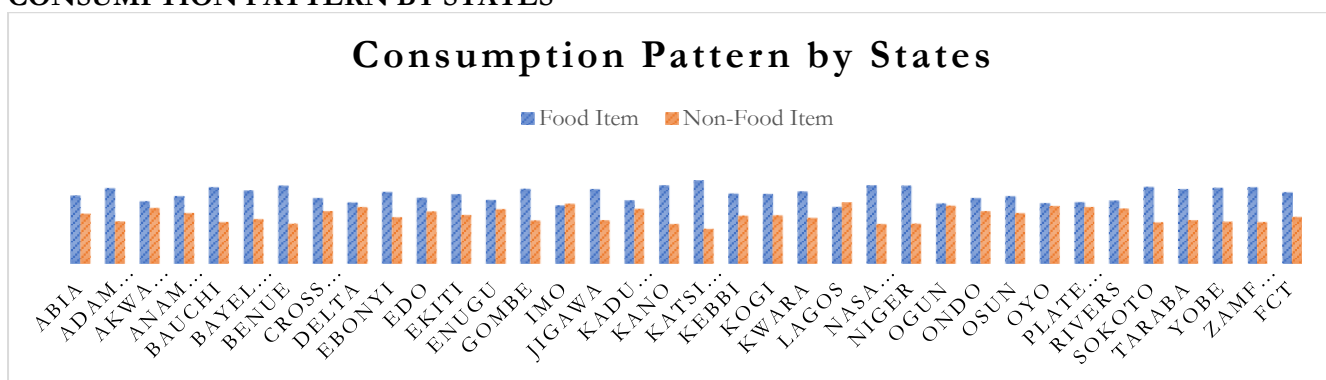


Source: National Bureau of Statistics (NBS), Kairos Capital Research

In the food section, all zones recorded that highest expenditure was on food consumed outside of home. North Central, North East and North West Zone spent the least on alcoholic drinks while South East, South South and South West region spent the least on Sugar and sweets.

In the non-food section, spending on health represented the highest expenditure for North Central (15.98%), North-East (22.13%), North West (16.21%) and South-East (22.82%) while South-South and South West zones spent more on Transport; 15.72% and 18.55% respectively.

## CONSUMPTION PATTERN BY STATES



Source: National Bureau of Statistics (NBS), Kairos Capital Research

### States Highlights

Top 5 Spending States			
	State	Total Expenditure (₦ Trillion)	% of National Expenditure
1	Lagos	5.07	12.60
2	Oyo	2.34	5.83
3	Delta	2.16	5.38
4	Rivers	2.01	4.99
5	Kano	1.97	4.91

Least 5 Spending States			
	State	Total Expenditure (₦ Trn)	% of National Expenditure
1	Taraba	0.30	0.74
2	Ebonyi	0.31	0.77
3	Nasarawa	0.38	0.95
4	Yobe	0.42	1.04

Top 5 States Spending on Food			
	State	Total Food Expenditure (₦ Trillion)	% of National Food Expenditure
1	Lagos	2.44	10.70
2	Kano	1.31	5.75
3	Oyo	1.20	5.26
4	Delta	1.12	4.93
5	Rivers	1.07	4.71

Top 5 States Spending on Non-Food Items			
	State	Total Non-Food Expenditure (₦ Trillion)	% of National Non-Food Expenditure
1	Lagos	2.63	15.10
2	Oyo	1.14	6.57
3	Delta	1.04	5.96
4	Rivers	0.94	5.37
5	Oyo	0.76	4.34

Source: National Bureau of Statistics (NBS), Kairos Capital Research

- Lagos State is the top spender with 12.60% of the national expenditure of food and non-food items while Taraba State is the least with 0.74%.
- As the top spender, Lagos accounts for 10.70% & 15.10% of national food and non-food item expenditure respectively 51.92% of its total expenditure