

Concentrates in Nigeria

December 2023

Table of Contents

Concentrates in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenges and prospects in concentrates Ribena's reign in liquid concentrates Nutri C's standout presence in powder concentrates

PROSPECTS AND OPPORTUNITIES

Evolving Dynamics of Concentrates Divergent growth trajectories for concentrates Competing alternatives and growth opportunities

CATEGORY DATA

Concentrates Conversions Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023 Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023 Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023 Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023 Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023 Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023 Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023 Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023 Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023 Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023 Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023 Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028 Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028 Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028 Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Soft Drinks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume 2018-2023Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023 Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023 Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023 Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023 Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023 Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023 Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023 Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028 Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028 Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028 Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028 Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028 Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028 Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028 Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in Nigeria

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/concentrates-in-nigeria/report.