

Bottled Water in Nigeria

December 2023

Table of Contents

Bottled Water in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade channels drive bottled water sales
Fragmentation and price challenges
Nestlé's dominance in bottled water

PROSPECTS AND OPPORTUNITIES

Anticipated growth in bottled water demand
Still bottled water steers growth
Price escalation and competitive strategies

CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Bottled Water 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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 26 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 27 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 29 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 30 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 31 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 32 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 35 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 36 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in Nigeria

DISCLAIMER

SOURCES

Summary 1 - 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/bottled-water-in-nigeria/report.