

# Energy Drinks in Nigeria

December 2023

Table of Contents

## Energy Drinks in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Innovations shaping energy drinks

Lucozade's domination and health appeal

Boxi's disruptive entry into the energy drinks landscape

#### PROSPECTS AND OPPORTUNITIES

Rise of 'natural' energy drinks in Nigeria

Evolving strategies and innovations in energy drink marketing

Energy drinks in urban nightlife and alcoholic mixology

#### CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Energy Drinks: % 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/energy-drinks-in-nigeria/report](https://www.euromonitor.com/energy-drinks-in-nigeria/report).