Euromonitor International

Tea in Nigeria

December 2025

Table of Contents

Tea in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea gains momentum as affordability, wellness appeal, and entrenched consumption habits support demand

INDUSTRY PERFORMANCE

Retail value sales of tea increased in 2025 as moderated inflation supported improved affordability
Black tea bags was the most dynamic category in 2025 due to its essential role and affordability

WHAT'S NEXT?

Retail value sales of tea are expected to rise over the forecast period as population growth and improved spending power lift demand
Innovation in flavours, formats, and instant tea will expand consumer engagement
Health-focused and natural formulations will strengthen appeal in a market shaped by wellness trends

COMPETITIVE LANDSCAPE

Lipton Teas & Infusions Plant Based Ltd was the leading company in 2025 in tea due to strong brand equity and national distribution
Richmond and Top Tea were the most dynamic companies overall in 2025 due to affordability and flavour-driven differentiation

CHANNELS

Small local grocers was the leading distribution channel within tea in 2025 due to sachet popularity and neighbourhood convenience
Supermarkets was the most dynamic distribution channel in 2025 as expansion and assortment depth enhanced appeal

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025
Table 2 - Retail Sales of Tea by Category: Value 2020-2025
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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Hot Drinks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Hot drinks navigate affordability pressures while essentiality and adaptability sustain demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Manufacturers prioritise affordability through smaller pack sizes and cost-saving mixes
Weak interest in premium wellness limits innovation and favours functional, affordable nutrition
Currency pressure constrains import-heavy categories while local tea and coffee players gain traction

WHAT'S NEXT?

Hot drinks set to benefit from population growth, economic improvement, and rising workplace consumption
Innovation and brand rejuvenation to accelerate as economic stability improves
Distribution expansion, digitalisation, and modern grocery growth will reshape market reach

COMPETITIVE LANDSCAPE

Nestlé Nigeria strengthens its leadership through brand equity, distribution depth, and accessible innovation
Promasidor Nigeria emerges as the most dynamic player through aggressive affordability and flavour variety
Local players gain visibility as imported niche segments stagnate and consumers explore domestic alternatives

CHANNELS

Small local grocers remain the leading distribution channel due to proximity and strong demand for small pack sizes
Supermarkets record the strongest dynamism as assortments expand and proximity improves
E-commerce experiences gradual adoption as consumers value convenience but still prefer physical shopping

FOODSERVICE VS RETAIL SPLIT

Foodservice remains a small but steadily evolving channel as café culture expands and premium experiences gain relevance
On-trade outperforms off-trade in 2025 as affluent consumers sustain demand amid economic pressures
Retail remains the dominant channel as affordability, convenience, and daily consumption habits steer purchasing behaviour

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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