

# Coffee in Nigeria

December 2023

**Table of Contents** 

# Coffee in Nigeria - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Nestlé Nigeria Plc dominates retail coffee sales in 2023

Promasidor Nigeria Ltd records significant value share growth in 2023

Primera Food Nigeria Ltd introduces Top Café 3 in 1 White Coffee, triggering increased competition in instant coffee mixes

# PROSPECTS AND OPPORTUNITIES

Rise in demand for regular instant coffee mixes

Projected growth in coffee sales

Emergence of coffee culture

## **CATEGORY DATA**

- Table 1 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 2 Retail Sales of Coffee by Category: Value 2018-2023
- Table 3 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 4 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
- Table 6 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 7 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 8 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 9 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 10 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 11 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

# Hot Drinks in Nigeria - Industry Overview

## **EXECUTIVE SUMMARY**

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

## MARKET DATA

- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 14 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 15 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 20 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 21 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 22 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 23 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 24 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 25 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 26 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

- Table 28 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 30 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 32 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 34 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 35 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 36 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

## 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/coffee-in-nigeria/report.