

# Soft Drinks in Nigeria

December 2023

**Table of Contents** 

#### Soft Drinks in Nigeria

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

#### **APPENDIX**

Fountain sales in Nigeria

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Bottled Water in Nigeria

# 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 27 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 28 Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 29 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 30 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 31 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 32 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 33 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 34 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 35 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 36 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 37 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 38 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## Carbonates in Nigeria

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumer behaviour and market influence

Packaging innovations and consumer accessibility

Leading players and landscape dynamics

## PROSPECTS AND OPPORTUNITIES

Challenges and health-conscious consumers

Economic pressures and packaging adaptations

Growth challenges and economic factors

#### CATEGORY DATA

- Table 39 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
- Table 40 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
- Table 41 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
- Table 42 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
- Table 43 Off-trade Sales of Carbonates by Category: Volume 2018-2023
- Table 44 Off-trade Sales of Carbonates by Category: Value 2018-2023
- Table 45 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
- Table 46 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
- Table 47 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 48 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 49 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 50 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 51 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 52 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 53 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 54 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

## Concentrates in Nigeria

# 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 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 55 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 56 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 57 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 58 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 59 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 60 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 61 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 62 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 63 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 64 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 65 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 66 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 67 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 68 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 69 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Juice in Nigeria

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

On-trade consumption and collaborative sales strategies

Rites Food's innovation and health focus

CHI's resilience and product diversification

#### PROSPECTS AND OPPORTUNITIES

Diversification drives growth

Price dynamics and consumer preferences

Projected growth and drivers

## **CATEGORY DATA**

Table 70 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 71 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 72 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 73 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 74 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 75 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 76 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 77 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 78 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 79 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 80 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 81 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

#### RTD Tea in Nigeria

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Challenges and steady support Chi Nigeria's dominance in RTD tea

Lipton Ice Tea's swift growth in RTD tea

#### PROSPECTS AND OPPORTUNITIES

Growing competition and product diversity in RTD tea

Healthy positioning and strategy

Price escalation impact demand

#### CATEGORY DATA

Table 82 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 83 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 84 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 85 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 86 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 87 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 88 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 89 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 90 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 91 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 92 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 93 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 94 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

## Energy Drinks in Nigeria

### **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 95 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 96 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 97 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 98 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 99 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 100 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 101 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 102 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 103 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 104 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 105 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 106 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## Sports Drinks in Nigeria

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Evolving dynamics impact growth Lucozade's dominance in sports drinks Sustained leadership by Suntory

#### PROSPECTS AND OPPORTUNITIES

Suntory's strategic growth plans
Enhanced visibility through retail expansion
Expanding product offerings for active lifestyles

#### **CATEGORY DATA**

Table 107 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 108 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 109 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 110 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 111 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 112 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 113 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 114 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 115 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 116 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 117 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 118 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

# 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/soft-drinks-in-nigeria/report.