

Bottled Water in Nigeria

Market Direction | 2023-01-09 | 27 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Despite the high inflation rates and strong rise in unit prices in 2022, still bottled water posted the fastest growth rate in soft drinks, in retail volume terms. The availability of economy sachet packs (popularly called 'pure water') and economy PET bottles, which are more expensive than sachet water, but cheaper than premium brands, ensured the strong performance of still bottled water. There is a high dependency on bottled water in Nigeria as a large part of the Nigerian population in both...

Euromonitor International's Bottled Water in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bottled Water market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Bottled Water in Nigeria
Euromonitor International
January 2023

List Of Contents And Tables

BOTTLED WATER IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economy sachets and PET bottles drive volume sales amid rising inflation

Highly fragmented category led by Coca-Cola Nigeria Ltd

Cway makes headway with mid-price brand

PROSPECTS AND OPPORTUNITIES

Affordable sachets and PET bottles will drive sales in forthcoming period

Upward pressure on prices expected

Niche categories to see solid growth as middle-income consumers experiment

CATEGORY DATA

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 2 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SOFT DRINKS IN NIGERIA

EXECUTIVE SUMMARY

2022 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 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 26 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 27 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 28 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 29 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 30 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 31 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 32 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 33 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 34 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 35 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 36 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 37 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 38 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

APPENDIX

Fountain sales in Nigeria

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Bottled Water in Nigeria

Market Direction | 2023-01-09 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com