

Tea in Nigeria

Market Direction | 2023-01-09 | 20 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2022, Unilever Nigeria Plc remained the largest player in tea in retail value terms. The company's Lipton brand has established itself as the brand of choice for many consumers. Moreover, Unilever is taking advantage of the ongoing expansion of the retailing infrastructure in Nigeria and has managed to remain relevant in tea through being innovative and ensuring the ubiquity of its Lipton brand across several types of retail outlet. It has also sustained its lead in tea through the marketing...

Euromonitor International's Tea 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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:

Tea in Nigeria
Euromonitor International
January 2023

List Of Contents And Tables

TEA IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unilever remains the largest player

Lipton targets demand for stronger tea

Local players beginning to emerge in green and fruit/herbal teas

PROSPECTS AND OPPORTUNITIES

Positive outlook

Health trend to support growth across categories

Economic improvement expected as forecast period progresses

CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2017-2022

Table 2 Retail Sales of Tea by Category: Value 2017-2022

Table 3 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

HOT DRINKS IN NIGERIA

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 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 21	☐NBO Company Shares of Hot Drinks: % Retail Value 2018-2022
Table 22	☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022
Table 23	☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022
Table 24	☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022
Table 25	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027
Table 26	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027
Table 27	☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027
Table 28	☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027
Table 29	☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 30	☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027
Table 31	☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027
Table 32	☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 33	☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027
Table 34	☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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

Tea in Nigeria

Market Direction | 2023-01-09 | 20 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	<input type="text" value="2025-05-11"/>
		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