

Other Hot Drinks in Nigeria

Market Direction | 2023-12-13 | 20 pages | Euromonitor

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Report description:

Nestle Nigeria Plc dominates retail value sales in 2023. The company achieved this milestone by leveraging its expansive and efficient distribution network, allowing its Milo brand to penetrate remote rural areas across the country. Milo has become a household staple with a robust presence in numerous retail outlets. The brand's success is reinforced by aggressive marketing campaigns and sponsorship of grassroots sporting events. Cadbury Nigeria Plc's Cadbury Bournvita follows as the second-rank...

Euromonitor International's Other Hot Drinks 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks 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.

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