

Sports Drinks in Nigeria

Market Direction | 2023-12-15 | 25 pages | Euromonitor

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Report description:

Despite a weaker growth trend in 2023 compared to the previous year, the sports drinks sector experienced substantial growth owing to the increasing health consciousness among Nigerians, particularly middle and upper-income consumers. Manufacturers intensified awareness campaigns and expanded visibility through modern retail channels, notably supermarkets near sports complexes. Notably, the brand owner engaged various social media platforms with compelling slogans such as 'Unstoppable Energy' an...

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

Product coverage: Reduced Sugar Sports Drinks, Regular Sports 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 Sports 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.

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