

Energy Drinks in Nigeria

Market Direction | 2023-12-15 | 26 pages | Euromonitor

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Report description:

The year 2023 witnessed a wave of new launches in energy drinks. Cway Food & Beverages Co Nig introduced Boxi Energy Drink, positioned as a health-conscious energy beverage, devoid of caffeine and other potentially unhealthy stimulants. Available in a 400ml PET bottle, it has found shelf space in various retail outlets. Other entrants include Reaktor energy drink (500ml PET bottle) by Planet Bottling Company in 2023, Zagg energy drink by Nigerian Breweries Plc (offered in a 330ml metal can and a...

Euromonitor International's Energy 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 Energy Drinks, Regular Energy 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 Energy 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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