

Hot Drinks in Nigeria

Market Direction | 2024-12-11 | 35 pages | Euromonitor

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Report description:

Hot drinks in Nigeria faced retail volume decline in 2024 due to the negative impact of inflationary economic conditions on consumers' purchasing power. Consumption of hot drinks reduced in line with rising prices and further pressure on household budgets in Nigeria. Hot drinks are often consumed as a complement to meals in Nigeria or to energise the body and mind and support modern hectic lifestyles. Consumers took a frugal approach in the hot drinks category with many seeking alternative beverages...

Euromonitor International's 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, 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 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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Milo maintains strong lead but faces growing competition

PROSPECTS AND OPPORTUNITIES

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