

## **Other Hot Drinks in Nigeria**

Market Direction | 2024-12-11 | 22 pages | Euromonitor

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### **Report description:**

In 2024, other hot drinks in Nigeria declined in retail volume terms as rising inflation put a further squeeze on consumer purchasing power. Although other hot drinks (consisting of chocolate-based flavoured powder drinks and malt-based hot drinks) has become a staple beverage in Nigeria, consumers switched to cheaper substitute drinks as the cost of living crisis intensified. Popular beverages such as black tea (mixed with milk and sugar) and even soft drinks like carbonates have been chosen in...

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 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: 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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Euromonitor International  
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