

RTD Tea in Nigeria

Market Direction | 2024-12-17 | 26 pages | Euromonitor

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Report description:

RTD tea in Nigeria recorded volume sales decline in 2024 as many consumers were deterred by its higher price. While RTD tea has grown well over the review period, the category remains quite niche in Nigeria compared to other soft drinks products. Consumers perceive RTD tea as far less essential than carbonates and energy drinks. One of the core targets for brands is the working professional who typically consumes RTD tea for alertness and as a refreshment during the long working day. Higher unem...

Euromonitor International's RTD Tea 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD Tea 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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