

Sports Drinks in Nigeria

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Report description:

Despite its positive performance, sports drinks in Nigeria remains a niche category as many locals still do not consider sports drinks as a tool to support exercise and sports. Indeed, frequenting gyms is not yet part of the mainstream culture in Nigeria, with gym memberships largely unaffordable for most Nigerians. Consumption of sports drinks remains limited to middle- and upper-income consumers, with energy drinks normally the preferred option when such consumers seek an energy boosting drink...

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 (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: 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.

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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Participation in fitness activities boosts demand for sports drinks

7-up Bottling Co Ltd and Otsuka Nigeria launch new brands

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