

# Carbonates in Nigeria

December 2024

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## Carbonates in Nigeria - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Carbonates grow well despite challenging economy as consumers seek complements to snacks Cola carbonates posts strong performance as consumers seek energy boost Younger brands enter category with affordable products

# PROSPECTS AND OPPORTUNITIES

Carbonates to grow well driven by population growth Cola carbonates to retain its popularity as an impulse purchase Highly competitive landscape will drive innovation

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