



# Hot Drinks in Nigeria

December 2023

Table of Contents

## Hot Drinks in Nigeria

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Coffee in Nigeria

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nestlé Nigeria Plc dominates retail coffee sales in 2023

Promasidor Nigeria Ltd records significant value share growth in 2023

Primera Food Nigeria Ltd introduces Top Café 3 in 1 White Coffee, triggering increased competition in instant coffee mixes

### PROSPECTS AND OPPORTUNITIES

Rise in demand for regular instant coffee mixes

Projected growth in coffee sales

Emergence of coffee culture

## CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 - Retail Sales of Coffee by Category: Value 2018-2023

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 31 - NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 32 - LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 33 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 34 - Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 35 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 36 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

## Tea in Nigeria

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustained leadership of Unilever Nigeria Plc in tea sales

Surge in off-trade volume sales of green tea

Success of FMCG distribution's Richmond tea brand

### PROSPECTS AND OPPORTUNITIES

Urban expansion drives tea sales

Economic recovery faces challenges

Healing herbal teas poised for growth

## CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2018-2023

Table 38 - Retail Sales of Tea by Category: Value 2018-2023

Table 39 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 40 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 42 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 43 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 44 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Other Hot Drinks in Nigeria

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dominance in retail: Nestlé Nigeria Plc's Milo leads sales

Economic challenges impact on-trade sales in 2023

Diverse consumer preferences drive hot drink consumption in Nigeria

### PROSPECTS AND OPPORTUNITIES

Rising demand for chocolate-flavoured powder drinks in Nigeria

Accelerated growth anticipated for other hot drinks in Nigeria

Challenges in economic climate hinder growth of other hot drinks

## CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 56 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hot-drinks-in-nigeria/report](http://www.euromonitor.com/hot-drinks-in-nigeria/report).