



Euromonitor  
International

# Concentrates in Nigeria

December 2024

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## Concentrates in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Concentrates sales struggle as consumers seek more convenient products  
Powder concentrates performs best due to its greater convenience and lower price  
Competition is limited by low market attractiveness

#### PROSPECTS AND OPPORTUNITIES

Growing child population to boost demand for concentrates over forecast period  
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