



Euromonitor
International

Sports Drinks in Nigeria

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand still limited to middle and upper income consumers
- Participation in fitness activities boosts demand for sports drinks
- 7-up Bottling Co Ltd and Otsuka Nigeria launch new brands

PROSPECTS AND OPPORTUNITIES

- Future growth will be driven by health consciousness and busy lifestyles
- Consumer base to widen as economy recovers
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