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Juice in Nigeria

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Abstracts

Amidst economic challenges and escalated retail prices, there is a rising trend among Nigerian consumers to frequent fast food outlets, increasingly serving as channels for on-trade consumption. This growing consumer behaviour significantly contributes to observed growth in on-trade sales. To augment sales, many manufacturers engage in promotional collaborations with fast food outlets. Additionally, while restaurants and bars currently constitute a modest portion of on-trade sales, this channel...

Euromonitor International's Juice 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Juice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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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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Contents

Juice in Nigeria
Euromonitor International
May 2024

LIST OF CONTENTS AND TABLES

JUICE IN NIGERIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade consumption and collaborative sales strategies
Rites Food's innovation and health focus
CHI's resilience and product diversification
PROSPECTS AND OPPORTUNITIES
Diversification drives growth
Price dynamics and consumer preferences
Projected growth and drivers
CATEGORY DATA
Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028
SOFT DRINKS IN NIGERIA
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?
MARKET DATA
Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 26 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 27 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 28 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 29 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 30 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 31 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 35 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

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Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 37 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 38 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
APPENDIX
Fountain sales in Nigeria
DISCLAIMER
SOURCES
Summary 1 Research Sources

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