

# Sports Drinks in Nigeria

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## Abstracts

Despite a weaker growth trend in 2023 compared to the previous year, the sports drinks sector experienced substantial growth owing to the increasing health consciousness among Nigerians, particularly middle and upper-income consumers. Manufacturers intensified awareness campaigns and expanded visibility through modern retail channels, notably supermarkets near sports complexes. Notably, the brand owner engaged various social media platforms with compelling slogans such as 'Unstoppable Energy' an...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Sports Drinks market;

Pinpoint growth sectors and identify factors driving change;

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

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.

## Contents

Sports Drinks in Nigeria  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

SPORTS DRINKS IN NIGERIA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Evolving dynamics impact growth  
Lucozade's dominance in sports drinks  
Sustained leadership by Suntory  
PROSPECTS AND OPPORTUNITIES  
Suntory's strategic growth plans  
Enhanced visibility through retail expansion  
Expanding product offerings for active lifestyles

### CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023  
Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023  
Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023  
Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
Table 12 Forecast Off-trade Sales of Sports Drinks: % 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 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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

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

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SOURCES

Summary 1 Research Sources

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