

# Nigeria Yogurt Drinks Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The Nigeria yogurt drinks market size reached US\$ 152.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 273.3 Billion by 2028, exhibiting a growth rate (CAGR) of 10.17% during 2023-2028.

Yogurt drink refers to a coagulated dairy-based beverage that is prepared by fermenting milk with microorganism cultures like *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. It contains a rich amount of proteins, calcium, vitamins B6 and B12, potassium, magnesium, riboflavin, etc. Yogurt drinks offer numerous health benefits in boosting immunity, strengthening bones and teeth, lowering the risk of type 2 diabetes, controlling high blood pressure levels, etc. They are widely available in different varieties, including probiotic, creamy, pulp-laced, and stirred yogurts.

### Nigeria Yogurt Drinks Market Trends:

In Nigeria, the rising consumer health consciousness is primarily driving the demand for nutrient-rich beverages, such as yogurt drinks. In line with this, the elevating levels of urbanization, coupled with the improving consumer living standards, are further propelling the adoption of healthy and fortified yogurt drinks. Additionally, the launch of yogurt drinks in several exotic flavors, including blueberry, mango, raspberry, strawberry, etc., to cater to diverse consumer tastes and preferences, is further augmenting the market growth. Moreover, the growing consumer inclination towards e-commerce platforms based on the availability of different yogurt drink options, door-step delivery, numerous discounts, secured payment gateways, etc., is also bolstering the product demand in the country. Besides this, the Nigerian government is launching several initiatives for creating awareness pertaining to health and wellness. The rising

number of health check-up camps to reduce the risk of malnutrition, particularly among children, is also catalyzing the demand for nutritious beverages like yogurt drinks. Moreover, the increasing penetration of various international market players leading to the introduction of different innovative product variants, such as low-fat, non-dairy, vegan, pulp-laced, etc., is positively influencing the regional market. In line with this, the elevating demand for functional beverages, such as probiotic yogurt drinks that help in boosting immunity, especially during the COVID-19 pandemic, is acting as another significant growth-inducing factor. Additionally, several advancements in the packaging solutions, including tetra packs, squeezable tubes, bottles equipped with anti-choking caps for on-the-go consumption and prolonged shelf life of yogurt drinks, are expected to drive the Nigeria market growth in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Nigeria yogurt drinks market report, along with forecasts at the country and regional levels from 2023-2028. Our report has categorized the market based on type, distribution channel, packaging type and pack size.

#### Breakup by Type:

- Regular
- Fat-Free/Low-Fat
- Flavored

#### Breakup by Distribution Channel:

- Convenience Stores/Traditional Stores
- Supermarkets and Hypermarkets
- Online

#### Breakup by Packaging Type:

- Plastic Bottles
- Tetra Packs
- Plastic Pouches

#### Breakup by Pack Size:

- 200 ml

500 ml  
1 Litre  
Others

#### Breakup by Region:

North West  
South West  
North Central  
South South  
North East  
South East

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Bellytastes Foods and Culinary Services, Bobo Food and Beverages Limited, Cedar D' Vine Nig. Limited, Chi Limited (The Coca-Cola Company), CWAY Group, Fan Milk Nigeria (Danone), Integrated Dairies, Niyya Group, Olam International and Viju Industries.

#### Key Questions Answered in This Report:

How has the Nigeria yogurt drinks market performed so far and how will it perform in the coming years?  
What has been the impact of COVID-19 on the Nigeria yogurt drinks industry?  
What is the breakup of the market based on the type?  
What is the breakup of the market based on the distribution channel?  
What is the breakup of the market based on the packaging type?  
What is the breakup of the market based on the pack size?  
What are the key regional markets in the Nigeria yogurt drinks industry?  
What are the various stages in the value chain of the Nigeria yogurt drinks industry?  
What are the key driving factors and challenges in the Nigeria yogurt drinks industry?  
What is the structure of the Nigeria yogurt drinks industry and who are the key players?  
What is the degree of competition in the Nigeria yogurt drinks industry?

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