

Tea Market in Nigeria 2022

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Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. According to a report by StrategyHelix, the tea market in Nigeria is poised to grow at a CAGR of around 10.9% over the analysis period of 2022 to 2028.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Nigeria tea market is segmented on the basis of product, and distribution channel. On the basis of product, the tea market in Nigeria has been segmented into black tea, fruit & herbal tea, green tea, instant tea, others. By distribution channel, the tea market in Nigeria has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

Key companies profiled in the report include Unilever PLC, Associated British Foods plc, Promasidor (South Africa) (Pty) Ltd., The Richmond Tea Company Ltd, Qualitea Ceylon (PVT) Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the tea market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

Distribution channel: supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria tea market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. TEA MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Black tea
Fruit & herbal tea
Green tea
Instant tea
Others

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Grocery stores
Online retailing
Specialized stores
Others

PART 5. KEY COMPANIES

Unilever PLC
Associated British Foods plc
Promasidor (South Africa) (Pty) Ltd.
The Richmond Tea Company Ltd
Qualitea Ceylon (PVT) Ltd.
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