



Euromonitor
International

Tea in Nigeria

December 2025

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Tea in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea gains momentum as affordability, wellness appeal, and entrenched consumption habits support demand

INDUSTRY PERFORMANCE

Retail value sales of tea increased in 2025 as moderated inflation supported improved affordability

Black tea bags was the most dynamic category in 2025 due to its essential role and affordability

WHAT'S NEXT?

Retail value sales of tea are expected to rise over the forecast period as population growth and improved spending power lift demand

Innovation in flavours, formats, and instant tea will expand consumer engagement

Health-focused and natural formulations will strengthen appeal in a market shaped by wellness trends

COMPETITIVE LANDSCAPE

Lipton Teas & Infusions Plant Based Ltd was the leading company in 2025 in tea due to strong brand equity and national distribution

Richmond and Top Tea were the most dynamic companies overall in 2025 due to affordability and flavour-driven differentiation

CHANNELS

Small local grocers was the leading distribution channel within tea in 2025 due to sachet popularity and neighbourhood convenience

Supermarkets was the most dynamic distribution channel in 2025 as expansion and assortment depth enhanced appeal

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Hot Drinks in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Hot drinks navigate affordability pressures while essentiality and adaptability sustain demand

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INDUSTRY PERFORMANCE

Manufacturers prioritise affordability through smaller pack sizes and cost-saving mixes

Weak interest in premium wellness limits innovation and favours functional, affordable nutrition

Currency pressure constrains import-heavy categories while local tea and coffee players gain traction

WHAT'S NEXT?

Hot drinks set to benefit from population growth, economic improvement, and rising workplace consumption

Innovation and brand rejuvenation to accelerate as economic stability improves

Distribution expansion, digitalisation, and modern grocery growth will reshape market reach

COMPETITIVE LANDSCAPE

Nestlé Nigeria strengthens its leadership through brand equity, distribution depth, and accessible innovation
Promasidor Nigeria emerges as the most dynamic player through aggressive affordability and flavour variety
Local players gain visibility as imported niche segments stagnate and consumers explore domestic alternatives

CHANNELS

Small local grocers remain the leading distribution channel due to proximity and strong demand for small pack sizes
Supermarkets record the strongest dynamism as assortments expand and proximity improves
E-commerce experiences gradual adoption as consumers value convenience but still prefer physical shopping

FOODSERVICE VS RETAIL SPLIT

Foodservice remains a small but steadily evolving channel as café culture expands and premium experiences gain relevance
On-trade outperforms off-trade in 2025 as affluent consumers sustain demand amid economic pressures
Retail remains the dominant channel as affordability, convenience, and daily consumption habits steer purchasing behaviour

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