



# RTD Tea in Nigeria

December 2025

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## RTD Tea in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea faces another difficult year as economic pressures limit discretionary purchases

#### INDUSTRY PERFORMANCE

Weak consumer purchasing power shifts demand toward categories perceived to offer stronger functional value than RTD tea  
Absence of reduced-sugar options reinforces the dominance of sweet, flavoured RTD tea aimed at younger consumers

#### WHAT'S NEXT?

Growing interest in healthier, novel beverages positions RTD tea for gradual recovery as economic conditions improve  
Innovation centred on flavour diversification, functional benefits and carbonation is set to stimulate category visibility  
Strengthening the health and natural positioning will be essential as consumers seek alternatives to sugary beverages

#### COMPETITIVE LANDSCAPE

Chi Ltd maintains leadership through strong brand recognition, product extensions and widespread distribution  
Cway Food & Beverages expands rapidly through PET-based innovation and refreshed product launches

#### CHANNELS

Small local grocers retain dominance as affordability pressures keep consumers focused on convenient, low-cost purchasing points  
Supermarkets gain momentum as modern retail expands and consumers seek variety and brand discovery

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## Soft Drinks in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks stabilise as inflation moderates but affordability continues to define consumer behaviour

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Affordability pressures reshape consumption but functional needs continue to influence category preference  
Manufacturers prioritise pack-size optimisation and distribution reach over high-risk innovation  
Distribution-led competition intensifies as companies target underserved markets

#### WHAT'S NEXT?

Retail volume sales of soft drinks are set to rise over the forecast period

Improving macroeconomic stability will stimulate innovation and expand category breadth  
Digitalisation will transform distribution efficiency and deepen reach into fragmented retail

## COMPETITIVE LANDSCAPE

Coca-Cola Nigeria remains the leading company in 2025 due to strong brand equity and widespread distribution  
Regional value brands drive dynamism through aggressive pricing and expanded market reach

## CHANNELS

Small local grocers remain the leading distribution channel for soft drinks in 2025  
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## FOODSERVICE VS RETAIL SPLIT

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