



Euromonitor
International

Bottled Water in Nigeria

December 2025

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Bottled Water in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water maintains strong growth as an essential good despite sustained price pressures

INDUSTRY PERFORMANCE

Retail volume sales of bottled water increase in 2025 as essentiality and climate needs override affordability constraints

Still purified bottled water is the most dynamic category as consumers prioritise basic daily hydration

WHAT'S NEXT?

Retail volume sales of bottled water are expected to rise over the forecast period overall

Innovation in niche, flavoured, and functional waters supports premium development

Sustainability and added health benefits become key differentiators for premium bottled water

COMPETITIVE LANDSCAPE

Nestlé Nigeria is the leading company in 2025 in bottled water

Seven-Up Bottling Co is the most dynamic company overall in 2025

CHANNELS

Small local grocers are the leading distribution channel within bottled water in 2025

Supermarkets are the most dynamic distribution channel in 2025, with e-commerce gradually expanding and on-trade lagging

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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

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