



Euromonitor  
International

# Other Hot Drinks in Nigeria

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## Other Hot Drinks in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Other hot drinks stabilise as consumers adapt to high prices and seek affordable nutrition

#### INDUSTRY PERFORMANCE

Retail value sales of other hot drinks increase in 2025 as consumers adjust behaviour and shift to affordable formats

Chocolate-based flavoured powder drinks is the most dynamic category in 2025 as affordability and novelty attract consumers

#### WHAT'S NEXT?

Retail value sales of other hot drinks are expected to rise as population growth and economic stabilisation support demand

Innovation will focus on combination products, flavour expansion, and increased use of local cocoa sourcing

Nutrition-focused propositions will strengthen as health-conscious consumers seek added-value benefits

#### COMPETITIVE LANDSCAPE

Nestlé Nigeria Plc leads other hot drinks in 2025 due to Milo's strong brand equity, visibility and distribution reach

Promasidor Nigeria Ltd is the most dynamic company in 2025 as Twisco expands rapidly across price-sensitive households

#### CHANNELS

Small local grocers remain the leading distribution channel due to accessibility and sachet-focused purchasing habits

Supermarkets are the most dynamic channel in 2025 as expanding chains improve access, range, and affordability

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## Hot Drinks in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks navigate affordability pressures while essentiality and adaptability sustain demand

### KEY DATA FINDINGS

#### 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  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-nigeria/report](http://www.euromonitor.com/other-hot-drinks-in-nigeria/report).