



Juice in Nigeria

December 2025

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Juice in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice stabilises in 2025 as consumers adapt to high prices and prioritise occasional, affordable consumption

INDUSTRY PERFORMANCE

Retail volume sales of juice increase in 2025 as consumers downtrade to smaller packs and more affordable brands

Juice drinks are the most dynamic category in 2025 as the most affordable, child-focused option

WHAT'S NEXT?

Retail volume sales of juice are expected to rise over the forecast period as incomes recover and the child population expands

Local sourcing, new formats, and niche segments shape innovation and technological progress

Health and wellness trends encourage premium, locally sourced juice propositions

COMPETITIVE LANDSCAPE

CHI Ltd is the leading company in 2025 in juice

Coca-Cola Nigeria is the most dynamic company overall in 2025

CHANNELS

Small local grocers are the leading distribution channel within juice in 2025

Supermarkets are the most dynamic distribution channel in 2025, supported by e-commerce and growing out-of-home occasions

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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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