



Sports Drinks in Nigeria

December 2024

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Sports Drinks in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand still limited to middle and upper income consumers
Participation in fitness activities boosts demand for sports drinks
7-up Bottling Co Ltd and Otsuka Nigeria launch new brands

PROSPECTS AND OPPORTUNITIES

Future growth will be driven by health consciousness and busy lifestyles
Consumer base to widen as economy recovers
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