



Euromonitor
International

Other Hot Drinks in Nigeria

December 2025

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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

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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
Retail remains the dominant channel as affordability, convenience, and daily consumption habits steer purchasing behaviour

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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.