



Euromonitor
International

Energy Drinks in Nigeria

December 2025

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Energy Drinks in Nigeria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks growth slows as health concerns rise but the category remains highly visible and competitive

INDUSTRY PERFORMANCE

Retail volume sales of energy drinks increase in 2025 but growth slows as consumers trade across categories

Regular energy drinks remains the key growth driver while affordable mass brands outperform premium offerings

WHAT'S NEXT?

Retail volume sales of energy drinks are expected to rise over the forecast period but face health and saturation headwinds

Flavour innovation, pack size segmentation and functional positioning support future category development

Health concerns, potential regulation and demand for 'natural' formulations shape future innovation

COMPETITIVE LANDSCAPE

FMCG Distribution Ltd is the leading company in 2025 in energy drinks through Lucozade

Rite Foods Ltd, Coca-Cola Nigeria and Mamuda Beverages Nigeria are among the most dynamic competitors in 2025

CHANNELS

Small local grocers are the leading distribution channel within energy drinks in 2025

Supermarkets is the most dynamic distribution channel in 2025 as modern retail and e-commerce gain relevance

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EXECUTIVE SUMMARY

Soft drinks stabilise as inflation moderates but affordability continues to define consumer behaviour

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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

CHANNELS

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