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### Consumer Subcultures

In this essay, I will be reflecting on three products that are marketed specifically to Nigerian subculture. These products are manufactured by international brands so their products are available in several countries, however these products serve unique purposes in Nigeria and are significant to **Nigerians culture** compared to other places in the world.

Nigeria's breakfast culture is a major part of how Nigerians kickstart their day. According to an article on Pretend Chef's website, the most common breakfast consumed by Nigerians is the famous 'bread and tea' combination. To a foreigner, Nigerians definition of 'tea' might be confusing because they define tea in a different manner. According to Tea How's website, "Tea is a flavored beverage. Made by adding boiling water to a teapot containing leaves or small bags of leaves from the plant *Camellia Sinensis*." However, to a Nigerian, tea is a term used to refer to any hot beverage (especially chocolate beverages). Nigerian tea is often prepared by mixing cocoa powder with milk, sugar, and hot (sometimes cold) water.

The three most popular Choco beverage products are Milo, Bournvita, and Ovaltine. In the 1990s, Bournvita (which is manufactured by Cadbury) and Ovaltine (which is manufactured by Nestle) were dominant in Nigeria's tea market. However, in the early 2010s Milo was introduced by Nestle to Nigerians as a tastier and healthier choco option. Milo grew stronger as years went by until it became the most consumed beverage product in Nigeria.

As the competition for market share increased, Nestle and Cadbury invested heavily in rebranding their products. They also used other strategies in the marketing communication mix such as promotions and sponsorships to remain relevant among consumers. Since their products are mostly consumed by children, as well as their parents in the early hours of the day, they were involved in activities that helped the brand resonate more with children and promoted healthier and stronger lifestyles. For example, Bournvita sponsored numerous school students' fun and interactive trips outside the country, while Milo sponsored several children's sporting and educational events around the country.

In my opinion, I think the relationship is a perfect match for all parties involved because the consumers are able to choose from a variety of options depending on their taste and nutritional preference. While the brands are able to take advantage of the breakfast culture in Nigeria by marketing their products in such a way that it matches the culture in that region. Although, these cocoa beverage products are not manufactured in Nigeria only, but they will most likely generate higher revenue there than anywhere else in the world.

Moreover, this is a YouTube video on how some Nigerians prepare their tea breakfast:

[HOW NIGERIANS EAT THEIR BREAD AND "TEA" #shorts #shortsfeed - YouTube](#)

And this is a video of some Nigerians comparing the three products: [Bournvita Vs Milo Vs Ovaltine: Which Do Nigerian Prefer? - Vibe Lab - YouTube](#)

Works Cited

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