

TradeDepot partners with PRIME to introduce PRIME Hydration into West Africa

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Logan Paul and KSI's widely popular beverage brand, PRIME has officially launched its flagship product PRIME Hydration in Nigeria and Ghana. Partnering with leading market access and distribution platform TradeDepot, PRIME Hydration is poised to capitalise on the booming West African market with its unique and highly sought-after products.

PRIME Hydration hit shelves in early 2022 and is the brand's healthy sports drink alternative. As a go-to for top athletes, Hydration helps not only fuel their workouts but aids in overall recovery. With zero added sugar, 10 per cent coconut water, BCAAs, electrolytes, antioxidants, and more, Hydration has become one of the number one hydration products globally.

"Partnering with TradeDepot was an easy decision," said a PRIME Spokesperson. "Their proven track record in Africa and commitment to efficient distribution makes them the ideal partner as we work to expand PRIME Hydration's reach in this exciting market and around the world."

"We are thrilled to partner with PRIME to bring this sought-after product to West Africa," said Onyekachi Izukanne, CEO and Co-founder. "Our strong network and top-notch distribution ensure that PRIME Hydration will be readily available at retailers of all sizes across Nigeria and Ghana, and consumers can finally find it on the shelves of their favourite stores."