

Alcoholic Drinks in Nigeria

Market Direction | 2022-07-07 | 71 pages | Euromonitor

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Report description:

During 2020, the rate of growth in off-trade volume sales of alcoholic drinks slowed significantly, while on-trade sales declined, as COVID-19 restrictions bit. During 2021, on-trade demand rebounded strongly, even though some pandemic restrictions remained in place for much of the year, while growth in off-trade volume sales accelerated sharply. In particular, there were far more social gatherings, such as birthday parties and weddings, during the year. This strong performance came in spite of...

Euromonitor International's Alcoholic Drinks in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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RTDS IN NIGERIA

KEY DATA FINDINGS

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