

Beer in Nigeria

Market Direction | 2022-07-07 | 31 pages | Euromonitor

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Report description:

Having been little better than static during 2020 due to COVID-19 restrictions and the economic shock of the pandemic, off-trade volume sales of beer surged in 2021, as these restrictions were relaxed. In particular, there were far more social gatherings, such as birthday parties and weddings, during the year. This strong performance came in spite of relatively difficult economic conditions, with local consumers squeezed by mounting inflationary pressure, partly due to a decline in the foreign-e...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BEER IN NIGERIA

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Sharp acceleration in off-trade growth as pandemic restrictions are eased

On-trade volume sales surge past their pre-pandemic level

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Non-alcoholic beer has good growth prospects

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