

Rtds in Nigeria

Market Direction | 2022-07-07 | 26 pages | Euromonitor

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Report description:

Both off-trade and on-trade volume sales of RTDs declined sharply during 2020 due to COVID-19 restrictions and the economic shock that they engendered, and demand recovered only partially in 2021. RTDs are particularly vulnerable to economic shocks, as during hard economic times, price-sensitive local consumers will turn to cheaper alternatives like beer and spirits mixed with soft drinks. While economic conditions stabilised during 2021, inflation (exacerbated by a decline in the exchange rate...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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Total volume sales remain below pre-pandemic level

Pandemic accelerates e-commerce growth

Focus on marketing and distribution helps Guinness Nigeria to deepen its dominance

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Mounting inflationary pressure could undermine growth

While spirit-based RTDs will remain dominant, wine-based offerings have potential for growth

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