

## **Spirits in Nigeria**

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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### **Report description:**

In spite of the pandemic, off-trade volume sales of spirits performed very well during 2020, with the rate of growth accelerating from the previous year, as local consumers spent more time at home. While the rate of growth in retail volume sales of spirits did decelerate during 2021, as COVID-19 restrictions were gradually relaxed, the slowdown was not significant.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

### Why buy this report?

- \* Get a detailed picture of the Spirits 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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##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Slight slowdown in off-trade volume sales growth as pandemic restrictions are eased

Off-trade volume sales of premium emerge from the pandemic largely unscathed

Leader Intercontinental Distillers Ltd particularly strong in schnapps and gin

##### PROSPECTS AND OPPORTUNITIES

Elimination of remaining pandemic restrictions will boost on-trade demand

Premium whiskey will largely be unaffected by economic turbulence

New regulations pose an existential threat to small pack sizes

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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