

## **Wine in Nigeria**

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

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### **Report description:**

Demand for wine is quite limited in Nigeria (particularly in comparison to beer), but it is rising rapidly. In contrast to beer, the off-trade dominates volume sales of wine. Even during 2020, off-trade volume sales of wine continued to increase, as local consumers spent more time at home. Off-trade volume sales of wine accelerated sharply during 2021, as economic conditions improved. A growing range of low priced brands, particularly in red wine, have helped to minimise the negative impact of a...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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##### 2021 DEVELOPMENTS

Increased availability of competitively priced brands boosts off-trade volume sales

Easing of pandemic restrictions drives strong rebound in on-trade demand

Distell Group Ltd's bet on local production is paying off

##### PROSPECTS AND OPPORTUNITIES

Mounting inflationary pressure could weigh on demand growth

Relatively affordable, still red wine will remain the main driver of growth

Champagne and other sparkling wine will benefit disproportionately from economic recovery

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