

## **Tobacco in Nigeria**

Market Direction | 2022-07-20 | 45 pages | Euromonitor

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### **Report description:**

The rate of growth in retail constant value sales of tobacco in Nigeria more than doubled during 2021, but this was mainly driven by the fastest rate of growth in unit pricing (in current value terms) in well over a decade. This price hike was largely the result of a sharp depreciation in the foreign-exchange value of the naira, which made imports more expensive.

Euromonitor International's Tobacco 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 the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- \* Get a detailed picture of the Tobacco 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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