

Alcoholic Drinks in Cote d'Ivoire

Market Direction | 2022-08-08 | 55 pages | Euromonitor

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Report description:

While demand for alcoholic drinks came under huge pressure at the peak of the COVID-19 pandemic in 2020 as many consumers resorted to the illicit alcohol trade, sales bounced back strongly in 2021 as the economic environment improved and the on-trade reopened at full capacity. Growth in the core consumer base, expanding local production, numerous new launches in key categories and stronger marketing activities all played a role in supporting the industry's recovery over the course of 2021.

Euromonitor International's Alcoholic Drinks in Cote d'Ivoire 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: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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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