

Alcoholic Drinks in Ethiopia

Market Direction | 2022-08-10 | 47 pages | Euromonitor

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Report description:

Alcoholic drinks recorded robust growth in 2021 after volume sales fell in 2020 due to the impact of the COVID-19 pandemic and excise tax increases. Expanding local production, especially in wine and beer, has supported sales growth by offering consumers affordable options at a time when currency devaluation is making imported products much less affordable. On-trade growth was particularly robust in 2021 as the hospitality sector recovered from COVID-19 and more bars opened in Addis Ababa.

Euromonitor International's Alcoholic Drinks in Ethiopia 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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