

## **Concentrates in Nigeria**

Market Direction | 2023-01-09 | 28 pages | Euromonitor

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### **Report description:**

Suntory Beverage & Food Nigeria Ltd leads concentrates in both off-trade volume and value share in 2022. The Ribena brand is a household name, particularly among children. Parents would normally add such drinks to their children's lunch packs for school, with this product type offering alternatives to juice. With a strong distribution network across the country, Suntory has been able to ensure that its Ribena brand is available in most retail outlets, giving it an edge over its competitors.

Euromonitor International's Concentrates 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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Euromonitor International  
January 2023

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