

## **Juice in Nigeria**

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

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### **Report description:**

In 2022, juice drinks once again leads the category with the fastest growth in volume terms. As a comparatively cheaper juice product, there are a wide range of affordable products and smaller pack sizes available. These are proving popular with consumers on lower disposable incomes amid an economy of high inflation. Despite high unit prices, leading brand manufacturers such as CHI Ltd and Coca-Cola Nigeria Ltd have ensured their products are regularly marketed and advertised across available me...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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  
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