

## **Cider/Perry in Nigeria**

Market Direction | 2023-07-03 | 25 pages | Euromonitor

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### **Report description:**

Demand for cider/perry remains limited in Nigeria, as it is not a product with which many local consumers are familiar. Indeed, such products only became widely available in Nigeria around a decade ago. However, cider/perry maintained total volume growth in 2022 despite the poor economic conditions, as the consumer base for this still niche category is largely those on higher incomes, who were less impacted by the negative economic conditions, particularly high inflation. Despite its low base, cide...

Euromonitor International's Cider/Perry 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

### Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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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Higher-income consumer base helps maintain growth, less impacted by economy

Anno 69 performs well despite its higher price than other brands

Non alcoholic Martinelli's Sparkling Cider performs well

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Female demographic, rising incomes and wider retail penetration to drive growth

Competition set to intensify, to benefit from high margins

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