

## **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 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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## Table of Contents:

Cider/Perry in Nigeria  
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### List Of Contents And Tables

#### CIDER/PERRY IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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

##### PROSPECTS AND OPPORTUNITIES

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

Competition set to intensify, to benefit from high margins

Off-trade will continue to dominate, despite higher on-trade growth

##### CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2017-2022

Table 2 Sales of Cider/Perry: Total Value 2017-2022

Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 □Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 □Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

#### ALCOHOLIC DRINKS IN NIGERIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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