

Rtds in Nigeria

Market Direction | 2023-07-03 | 26 pages | Euromonitor

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Report description:

RTDs saw exceptional growth in total volume terms in 2021, which allowed the category to see a full recovery from the pandemic-induced decline in 2020. However, due to the negative economic conditions in 2022, particularly high inflation, which impacted consumers' spending power, a slight decline was seen in this year. RTDs is particularly vulnerable to economic shocks, as during hard economic times, price-sensitive local consumers tend to turn to cheaper alternatives such as spirits mixed with...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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
July 2023

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Guinness Nigeria continues to dominate, and launches new products

Wine-based RTDs struggles with low availability and awareness, and substitution

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