

Spirits in Nigeria

Market Direction | 2023-07-03 | 34 pages | Euromonitor

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Report description:

Spirits recorded solid total volume growth in 2022, despite poor economic conditions and strong rises in unit prices. Actual volume growth was driven largely by gin and bitters, which are categories dominated by economy brands. Whilst categories dominated by premium brands saw weaker performances overall, some premium categories performed well as consumers of premium products were less impacted by the difficult economic conditions. Premium spirits are often preferred by a niche segment of middle...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume growth maintained, although brand and category switching is seen

Irish whiskey maintains its dynamic growth

Bitters maintains growth despite its already large size and new regulation

PROSPECTS AND OPPORTUNITIES

A range of factors set to drive dynamic growth in spirits

Younger adults set to drive premiumisation in spirits

Stronger move towards e-commerce expected

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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