

## **Drinking Milk Products in Nigeria**

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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### **Report description:**

Volume sales for drinking milk products decrease notably in 2023, albeit at a considerably slower rate than experienced in 2022 when the decline was much more pronounced. Nevertheless, the prevailing inflationary conditions continue to impact demand in 2023, albeit with a relatively improved situation compared to 2022. These conditions have significantly weakened consumer spending power, while unit prices continue to rise appreciably in 2022 due to the persistent depreciation of the local currency...

Euromonitor International's Drinking Milk Products in Nigeria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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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September 2023

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