

Coffee in Nigeria

Market Direction | 2023-12-13 | 21 pages | Euromonitor

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Report description:

Nestle Nigeria Plc has emerged as a frontrunner in retail coffee sales for the year 2023. The company's exceptional dominance is attributed to its expansive and efficient distribution network, which has facilitated the widespread availability of its Nescafe brand, even in the remote rural areas across Nigeria. Nescafe has established itself as a household name, enjoying a robust presence in various retail outlets and mobile kiosks. Its diverse packaging options, ranging from glass jars to metal...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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