

## Cafes/Bars in Nigeria

Market Direction | 2024-02-27 | 20 pages | Euromonitor

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### **Report description:**

The bars/pubs category, which is the major driver of cafes/bars, suffered strong decline in real value terms as consumers' purchasing power was impacted by the harsh economic conditions resulting from the removal of the fuel subsidy. Consumers prioritised essential products in 2023 and many forwent alcohol due to frequent price increases. In addition to high inflation, the cash crunch in the first quarter of 2023, when the central bank introduced a new currency, was tough for the Nigerian econom...

Euromonitor International's Cafes/Bars in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

### Why buy this report?

- \* Get a detailed picture of the Cafes/Bars 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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reliable information resources to help drive informed strategic planning.

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