

Cigarettes in Nigeria

Market Direction | 2024-06-10 | 24 pages | Euromonitor

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Report description:

Cigarettes witnessed a deeper decline in volume terms, as the challenging economic conditions in Nigeria continued in 2023. High inflation limited purchasing power forcing consumers to cut back on cigarette consumption. The depreciation of the local currency and further rise in taxation forced manufacturers to increase prices across all brands, which made cigarettes less affordable. These price hikes were largely responsible for double-digit current value growth in 2023. Many consumers traded do...

Euromonitor International's Cigarettes 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 2019-2023, 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 the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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Consumers trade down amid rising cost of living

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TOBACCO IN NIGERIA

EXECUTIVE SUMMARY

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