

Beer in Nigeria

Market Direction | 2024-06-19 | 31 pages | Euromonitor

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Report description:

In 2023, beer witnessed substantial decline in volume terms as the ongoing high inflationary conditions in Nigeria weakened consumer purchasing power. Beer unit prices rose significantly due to rising production costs caused by higher fuel costs and the strong depreciation in the local currency, which pushed up the cost of imports. This rise in unit prices negatively impacted volume sales but underpinned current value growth. Average unit prices increased by at least 30% in 2023; whilst individu...

Euromonitor International's Beer 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 they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN NIGERIA

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Economy lager faces decline even as consumers seek cheaper options

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