

## **Cider/Perry in Nigeria**

Market Direction | 2024-06-19 | 25 pages | Euromonitor

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### **Report description:**

Cider/perry witnessed declining volume sales in 2023 due to the challenging economic conditions in Nigeria. High inflation limited consumer purchasing power, forcing the reduction of expenditure on non-essential products. This reduced spend on drinks for social occasions, particularly niche and less familiar drinks. The high unit prices of brands also impacted volume sales whilst driving strong current value growth. With all brands being imported, the depreciation of the local currency impacted...

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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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