

Rtds in Nigeria

Market Direction | 2024-06-19 | 26 pages | Euromonitor

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Report description:

RTDs in Nigeria witnessed a sharp volume decline in 2023 due to negative economic conditions. High inflation limited consumer spending power, and due to higher production and import costs (largely due to the depreciation of the local currency), unit prices for all brands increased significantly. RTDs tend to be heavily influenced by the economy, being quite a price sensitive and income sensitive category. In 2023, consumers sought out cheaper options, such as red wine or mixing cheap spirits wit...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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