

Wine in Nigeria

Market Direction | 2024-06-19 | 33 pages | Euromonitor

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Report description:

Wine is a relatively niche category in Nigeria that is growing from a low base, due to the growing desire for novel types of alcoholic drinks among Nigerians and an increase in the female drinking population. Wine is typically consumed on social occasions at parties and in clubs in the on-trade, where it is considered a status drink. As in most alcoholic drinks categories, wine was heavily impacted by poor economic conditions in 2023. Lower consumer spending arising from the impact of high fuel...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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Non-alcoholic wine continues to be the preferred choice in Nigeria

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