

# Alcoholic Drinks in Middle East and Africa

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## Abstracts

The alcoholic drinks market has made a swift recovery from the pandemic losses of 2020, returning to pre-COVID-19 sales levels already in 2022. In spite of the difficult economic situation, premiumisation continued to be seen in Nigeria, although it slowed in 2022. Higher-income consumers, the key consumers of premium products, tend to be less impacted by difficult economic conditions. Another trend being seen in a number of countries is the ongoing popularisation of no-/low-alcohol products.

Euromonitor International's Alcoholic Drinks in Middle East and Africa global briefing offers an insight into the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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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