

# Alcoholic Drinks in Nigeria

<https://marketpublishers.com/r/A68E453546BEN.html>

Date: July 2023

Pages: 76

Price: US\$ 2,100.00 (Single User License)

ID: A68E453546BEN

## Abstracts

Alcoholic drinks saw a moderate total volume decline in 2022, as weaker consumer spending power due to high inflation and the poor economy, alongside strong unit price increases, limited consumption. Nonetheless, many alcoholic drinks categories proved to be quite resilient despite these difficulties. Total volume sales grew well for categories dominated by economy brands, particularly gin and bitters, whilst value sales grew strongly for all categories, on the back of rising unit prices. Howeve...

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 2027 illustrate how the market is set to change.

**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.

## Contents

### ALCOHOLIC DRINKS IN NIGERIA

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume decline driven by worsening economic problems and poor weather

Flavoured/mixed lager and premium lager buck the overall declining trend

Nigerian Breweries increases its dominance of beer

PROSPECTS AND OPPORTUNITIES

Return to solid growth projected as economy stabilises

Growth expected across all price bands in standard lager

Sales via e-commerce set to rise

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 Sales of Beer by Craft vs Standard 2017-2022

Table 28 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

## WINE IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Weak purchasing power and depreciation of local currency contribute to decline

Non alcoholic wine dominates due to the female consumer base for wine

Changes in distribution are ongoing

### PROSPECTS AND OPPORTUNITIES

Return to solid growth across categories

Continued off-trade dominance, despite higher on-trade growth

Premiumisation set to continue, although growth expected across price points

### CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume  
2017-2022

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume  
2018-2022

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 60 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 61 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 62 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Volume growth maintained, although brand and category switching is seen

Irish whiskey maintains its dynamic growth

Bitters maintains growth despite its already large size and new regulation

#### PROSPECTS AND OPPORTUNITIES

A range of factors set to drive dynamic growth in spirits

Younger adults set to drive premiumisation in spirits

Stronger move towards e-commerce expected

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

#### Summary 4 Benchmark Brands 2022

#### CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2017-2022

Table 64 Sales of Spirits by Category: Total Value 2017-2022

Table 65 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 66 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 72 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 73 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 74 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 75 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 76 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 77 GBO Company Shares of Spirits: % Total Volume 2018-2022



Table 78 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 79 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 80 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 81 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 82 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 83 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## CIDER/PERRY IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Higher-income consumer base helps maintain growth, less impacted by economy

Anno 69 performs well despite its higher price than other brands

Non alcoholic Martinelli's Sparkling Cider performs well

### PROSPECTS AND OPPORTUNITIES

Female demographic, rising incomes and wider retail penetration to drive growth

Competition set to intensify, to benefit from high margins

Off-trade will continue to dominate, despite higher on-trade growth

### CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2017-2022

Table 85 Sales of Cider/Perry: Total Value 2017-2022

Table 86 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 87 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 93 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 94 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 95 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 96 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 97 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 98 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

## RTDS IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Economic conditions prevent growth, but RTDs remain popular

Guinness Nigeria continues to dominate, and launches new products

Wine-based RTDs struggles with low availability and awareness, and substitution

### PROSPECTS AND OPPORTUNITIES

On-trade expected to drive growth

Wine-based RTDs set to rebound to growth

More new entrants expected in the forecast period, driven by recent successes

#### CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2017-2022

Table 100 Sales of RTDs by Category: Total Value 2017-2022

Table 101 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 102 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 107 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 108 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 109 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 110 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 111 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 112 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 113 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027



## I would like to order

Product name: Alcoholic Drinks in Nigeria

Product link: <https://marketpublishers.com/r/A68E453546BEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A68E453546BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970