

# Cider/Perry in Nigeria

<https://marketpublishers.com/r/CCF8B7F1B1AEN.html>

Date: July 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: CCF8B7F1B1AEN

## Abstracts

Demand for cider/perry remains limited in Nigeria, as it not a product with which many local consumers are familiar. Indeed, such products only became widely available in Nigeria around a decade ago. However, cider/perry maintained total volume growth in 2022 despite the poor economic conditions, as the consumer base for this still niche category is largely those on higher incomes, who were less impacted by the negative economic conditions, particularly high inflation. Despite its low base, cide...

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 (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:** 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.

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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