

Rtds in Nigeria

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Abstracts

RTDs saw exceptional growth in total volume terms in 2021, which allowed the category to see a full recovery from the pandemic-induced decline in 2020. However, due to the negative economic conditions in 2022, particularly high inflation, which impacted consumers' spending power, a slight decline was seen in this year. RTDs is particularly vulnerable to economic shocks, as during hard economic times, price-sensitive local consumers tend to turn to cheaper alternatives such as spirits mixed with...

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 (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: 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.

Contents

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 1 Sales of RTDs by Category: Total Volume 2017-2022

Table 2 Sales of RTDs by Category: Total Value 2017-2022

Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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 16 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 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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