

Sugar Confectionery in Nigeria

URL:	https://marketpublishers.com/r/SD6733716E5EN.html
Date:	July 14, 2017
Pages:	28
Price:	US\$ 990.00
ID:	SD6733716E5EN

The market size of sugar confectionery increased strongly in current value sales terms in 2017, driven by the growth in the young population, a strong variety of brands and flavours and, in particular, the recovery of the economy, which moved slowly out of recession. In 2017, retail current value sales rose by 15%, following a 3% decline in 2016, when the economic recession caused consumer disposable incomes to fall and the depreciation of the local currency led to much higher import costs for r...

Euromonitor International's Sugar Confectionery 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 2012-2016, 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 new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- Get a detailed picture of the Sugar Confectionery 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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