

Wine in Nigeria

July 2023

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Wine in Nigeria - Category analysis

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

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