

Spirits in Nigeria

July 2023

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Spirits in Nigeria - Category analysis

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

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