

Beer in Nigeria

July 2023

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Beer in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume decline driven by worsening economic problems and poor weather Flavoured/mixed lager and premium lager buck the overall declining trend Nigerian Breweries increases its dominance of beer

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Return to solid growth projected as economy stabilises Growth expected across all price bands in standard lager Sales via e-commerce set to rise

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Alcoholic Drinks in Nigeria - Industry Overview

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DISCLAIMER

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