

Rtds in Nigeria

July 2023

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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

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Alcoholic Drinks in Nigeria - Industry Overview

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