



Euromonitor
International

Beer in Nigeria

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mid-priced lager sales struggle as consumers polarise between quality and affordability
Leader Nigerian Breweries Plc increases its share, focusing on innovation and marketing
Food/drink/tobacco specialists lead distribution, while supermarkets continue to expand

PROSPECTS AND OPPORTUNITIES

Improving incomes and demographics are set to drive demand amid pricing challenges
Mid-priced lager is set to rebound as economic conditions improve
Local sourcing, innovation, and premiumisation amid changing consumer preferences

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Alcoholic Drinks in Nigeria - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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