



Euromonitor
International

Rtds in Nigeria

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges drive a steep decline in both spirit-based and wine-based RTDs
Guinness Nigeria Plc maintains its leadership despite declining share
Supermarkets gain ground in RTDs distribution as on-trade dominance weakens in 2024

PROSPECTS AND OPPORTUNITIES

Growth is expected to be driven by younger adults, female consumers and the rising cocktail trend
Advertising and events are expected to enhance RTDs brand engagement
Innovation is set to focus on flavour, packaging and non alcoholic options

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Alcoholic Drinks in Nigeria - Industry Overview

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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