

Cider/Perry in Nigeria

July 2023

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Cider/Perry in Nigeria - Category analysis

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2022 DEVELOPMENTS

Higher-income consumer base helps maintain growth, less impacted by economy

Anno 69 performs well despite its higher price than other brands

Non alcoholic Martinelli's Sparkling Cider performs well

PROSPECTS AND OPPORTUNITIES

Female demographic, rising incomes and wider retail penetration to drive growth

Competition set to intensify, to benefit from high margins

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