



# Rtds in Nigeria

July 2023

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## Rtds in Nigeria - Category analysis

### 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  
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