

# Nigeria Beer and Cider Market 2017: Key Players: Nigerian Breweries, Guinness Nigeria, Consolidated Breweries, Intafact

PUNE, MAHARASHTRA, INDIA, February 7, 2018 /EINPresswire.com/ --

WiseGuyReports published new report, titled "Nigeria Beer and Cider Market"

## Summary

Nigeria Beer and Cider Market Insights 2017 report provides a complete overview of the Nigeria beer and cider industry structure offering a comprehensive insight into historical background trends, 2016 performance and 2017 outlook.



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## Companies mentioned

Nigerian Breweries  
Guinness Nigeria  
Consolidated Breweries  
Intafact  
Pabod Breweries

## Scope

Covering total market (on and off-premise) the report details -  
- 2011-2016 actual detailed beer consumption volume data by segment, brand, brewer, packaging and distribution (on-/off-premise), with 2017 forecasts.  
- Value by distribution channel 2011-2016, with 2017 forecasts.

- Overview of the competitive landscape in the beer and cider market, with analysis of key company performance.
- Insightful and valuable analysis of the drivers behind both current and emerging trends in the beer and cider market.

#### Key points

- Gain an in-depth understanding of the dynamics and structure of the Nigeria beer and cider industry, from the latest competitive intelligence of both historical and forecast trends to enhance your corporate strategic planning.
- Evaluate the current emerging trends and future growth opportunities in the Nigeria beer and cider market to support your brand development and marketing initiatives.
- Understand volume vs. value trends and identify the key growth opportunities across the super-premium, premium, mainstream and discount segments to best target profitability.
- Analyze domestic and imported beer brand performance and determine the key trends driving consumption preference to develop a competitive advantage.
- Interrogate the unique granularity of our data to analyze the market on a variety of levels to make well-informed decisions on future threats and growth prospects in the marketplace for your company.

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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