



# Spirits in Nigeria

June 2024

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## Spirits in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Trend towards cheaper alcoholic drinks boosts volume sales  
Gin and schnapps are the best performing spirits  
Steep price increases prompt sharp decline in volume sales of premium spirits

#### PROSPECTS AND OPPORTUNITIES

Spirits to grow well, boosted by growing preference among young consumers  
New regulations on pack sizes will impact the largest spirit categories  
Premium brands to resume fast growth

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On-trade vs off-trade split  
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