

Beer, Cider and FABs in Nigeria to 2011 - New Research Report on Companies and Markets

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IntroductionThis databook is a detailed information resource covering all the key data points on Beer, Cider and FABs in Nigeria. It includes comprehensive value volume segmentation and market share data. The databook supplies actual data to 2006 and full forecasts to 2011.**Scope**Contains information on 3 categories: Beer, Cider and FAB's.Provides market value, volume, expenditure and consumption data by market, segment and subsegment.Includes company and brand share data by categories.**Highlights**The market for Beer, Cider and FAB's in Nigeria increased between 2001-2006, growing at an average annual rate of 4.4%.

The leading company in the market in 2006 was Nigerian Breweries. The second-largest player was Guinness Nigeria with Consolidated Breweries in third place.**Reasons to Purchase**Discover the major quantitative trends affecting the Beer, Cider and FAB's markets.Understand consumers' consumption and expenditure patterns.Understand the future direction of the market with reliable historical data and full five year forecasting.

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