



Euromonitor  
International

# Cafés/Bars in Nigeria

February 2024

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## Cafés/Bars in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Impact of inflation and cash shortage on bars/pubs  
Shift to cheaper brands in a challenging environment  
Independent cafés/bars remain the most popular

#### PROSPECTS AND OPPORTUNITIES

Economic recovery will encourage consumers to spend  
Rising disposable incomes and urbanisation set to lead to further openings  
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