



IBUWUMS BREWERY PLC: PROFIT & BRAND PERFORMANCE (2017–2019)



Total Profit of the Brewery

\$105.59M

Lowest Performing Month
by Profit (2017–2019)

April

\$8.57383M

Min Profit in December
2018

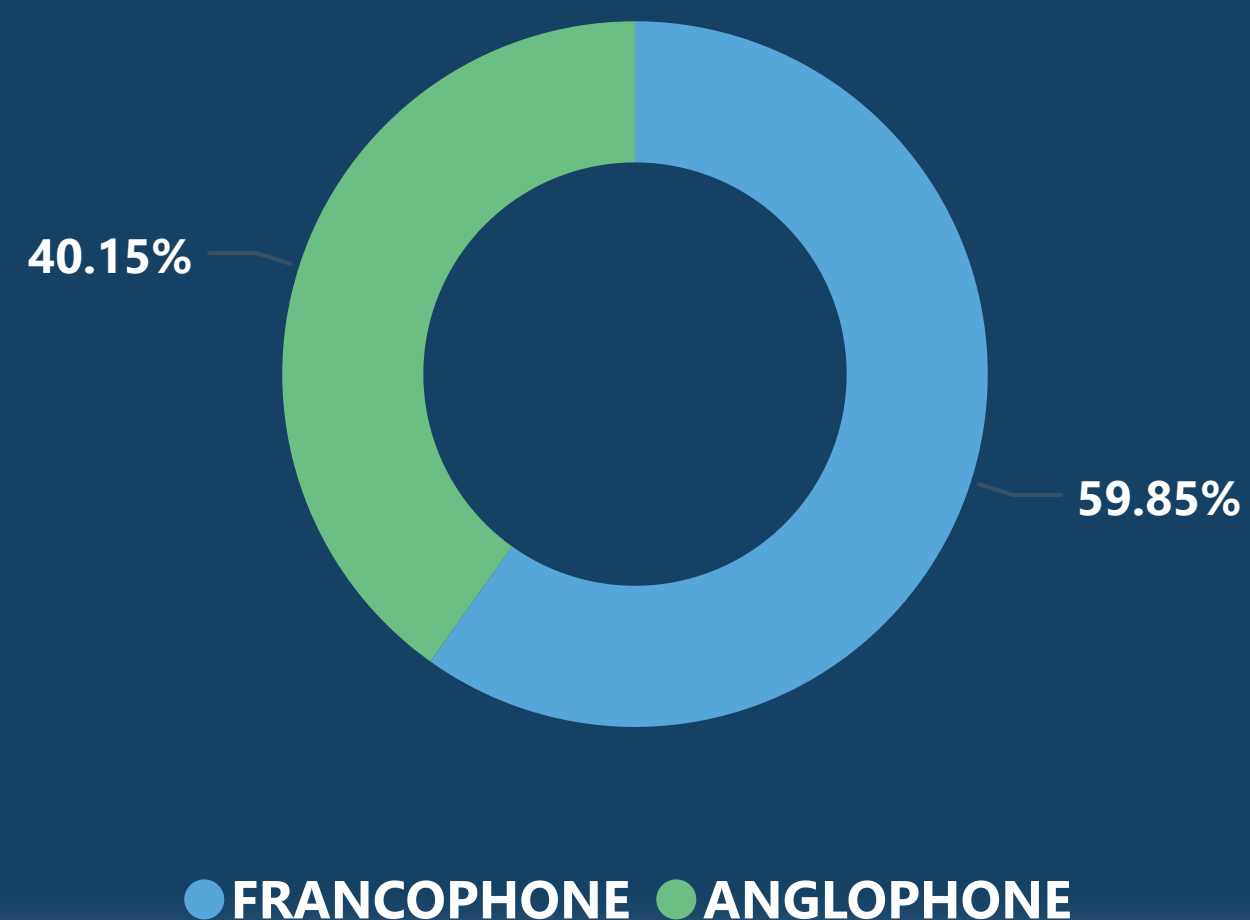
\$38,150

Brand with the Highest
Profit in Senegal

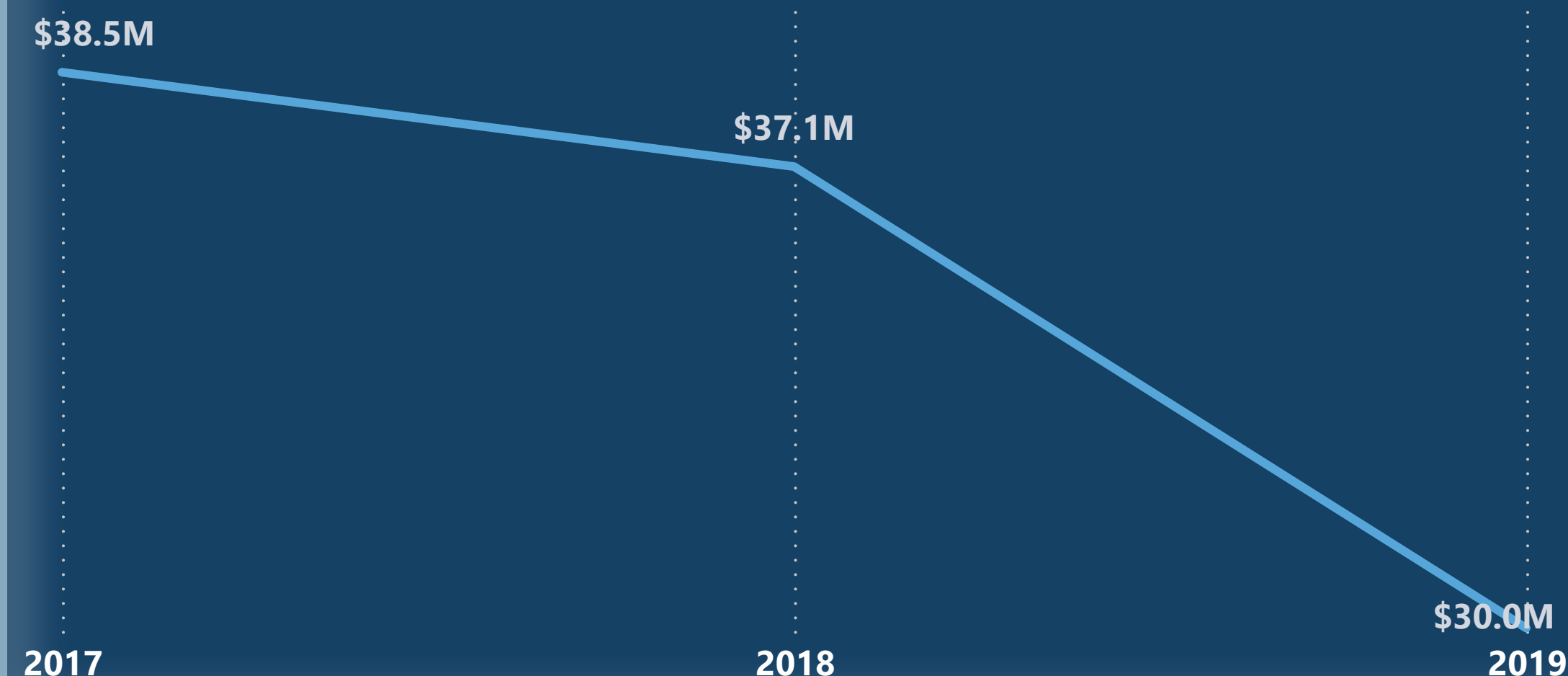
Castle Lite

\$269.19K

Total Profit by territories



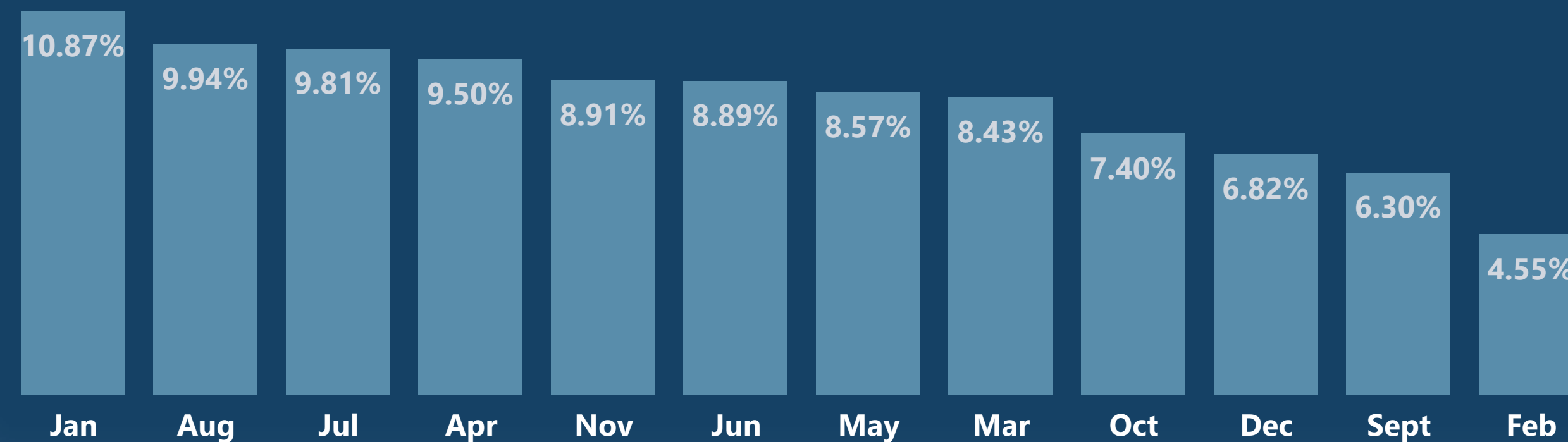
Year with Highest Profit



Top 2 Consumer Brands in Ghana



Monthly Profit Contribution in 2019 (% of Annual Profit)





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Top Malt Brand in
Anglophone Region
(2018–2019)

Grand Malt

33,221

Which Country Drinks
the Most Beer?

Senegal

129,875

Top Salesperson for
Budweiser in Senegal

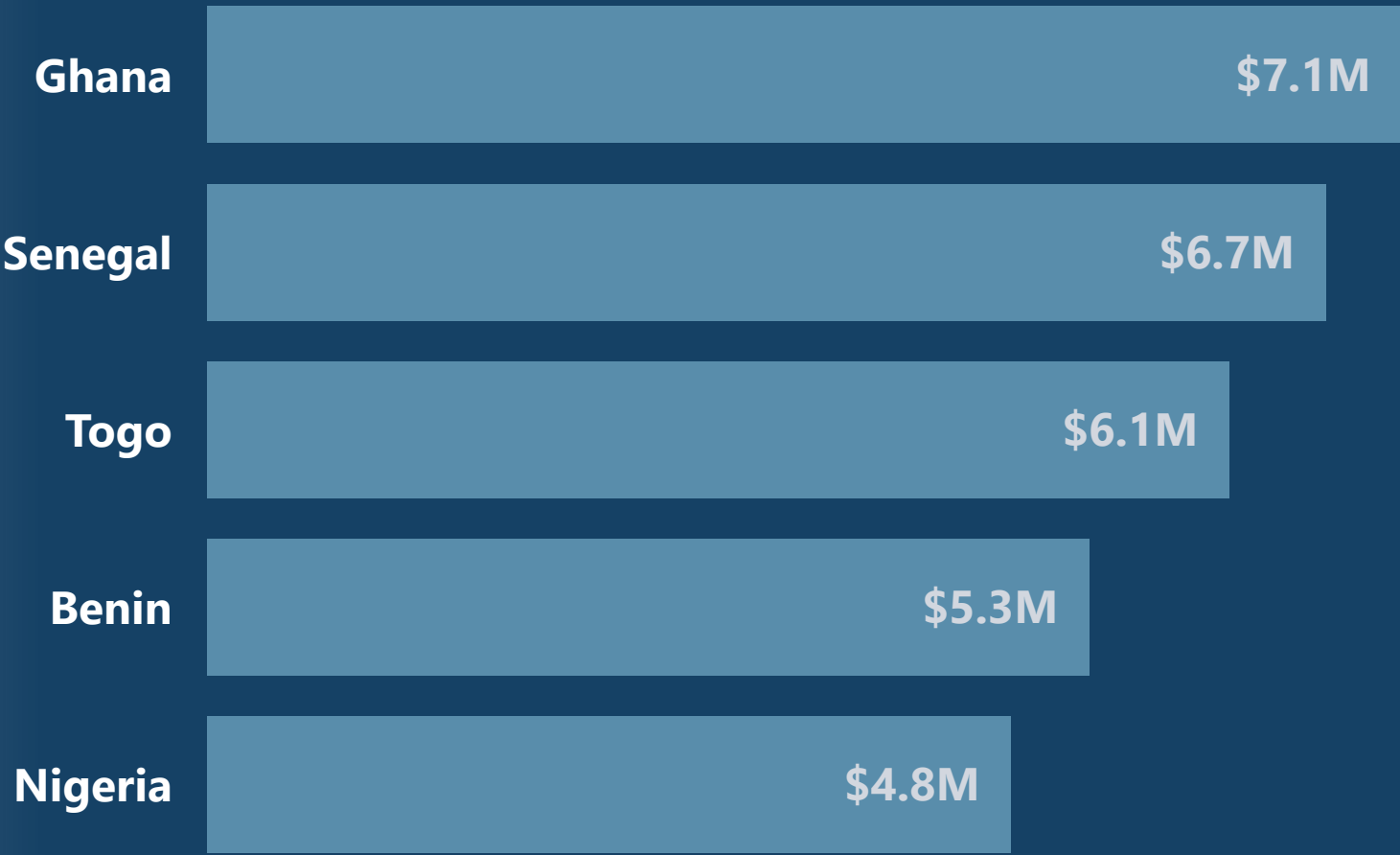
Jones

5,917

Top 3 Consumed Brands in Francophone Countries (2018–2019)



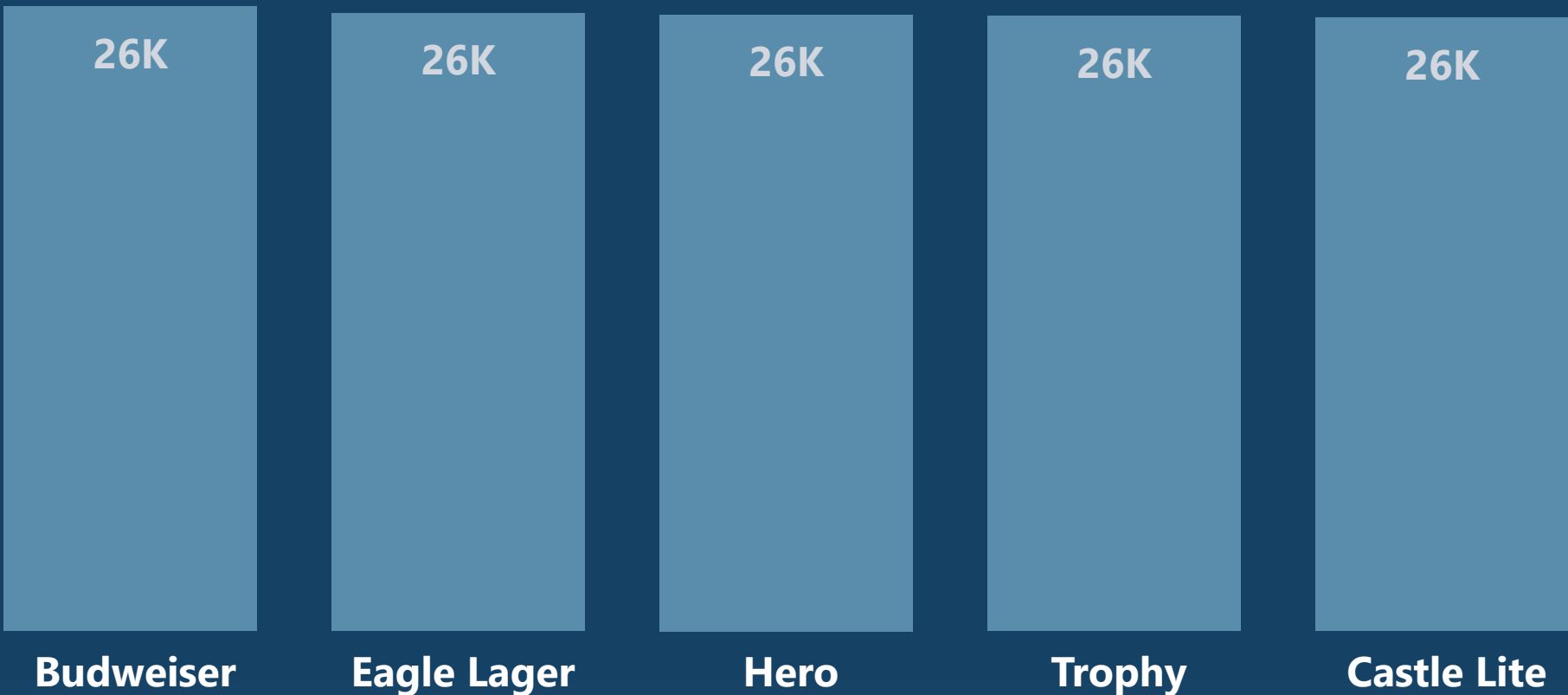
2019 Profit by countries



Profit over months



Top Beer Brands Consumed in Nigeria (3-Year Overview)





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Top Selling Brands in Nigeria (2019)

Hero

9,622

Top-Selling Brand in South-South Nigeria

Eagle Lager

4,551

Country with the Highest Profit in Q4 2019

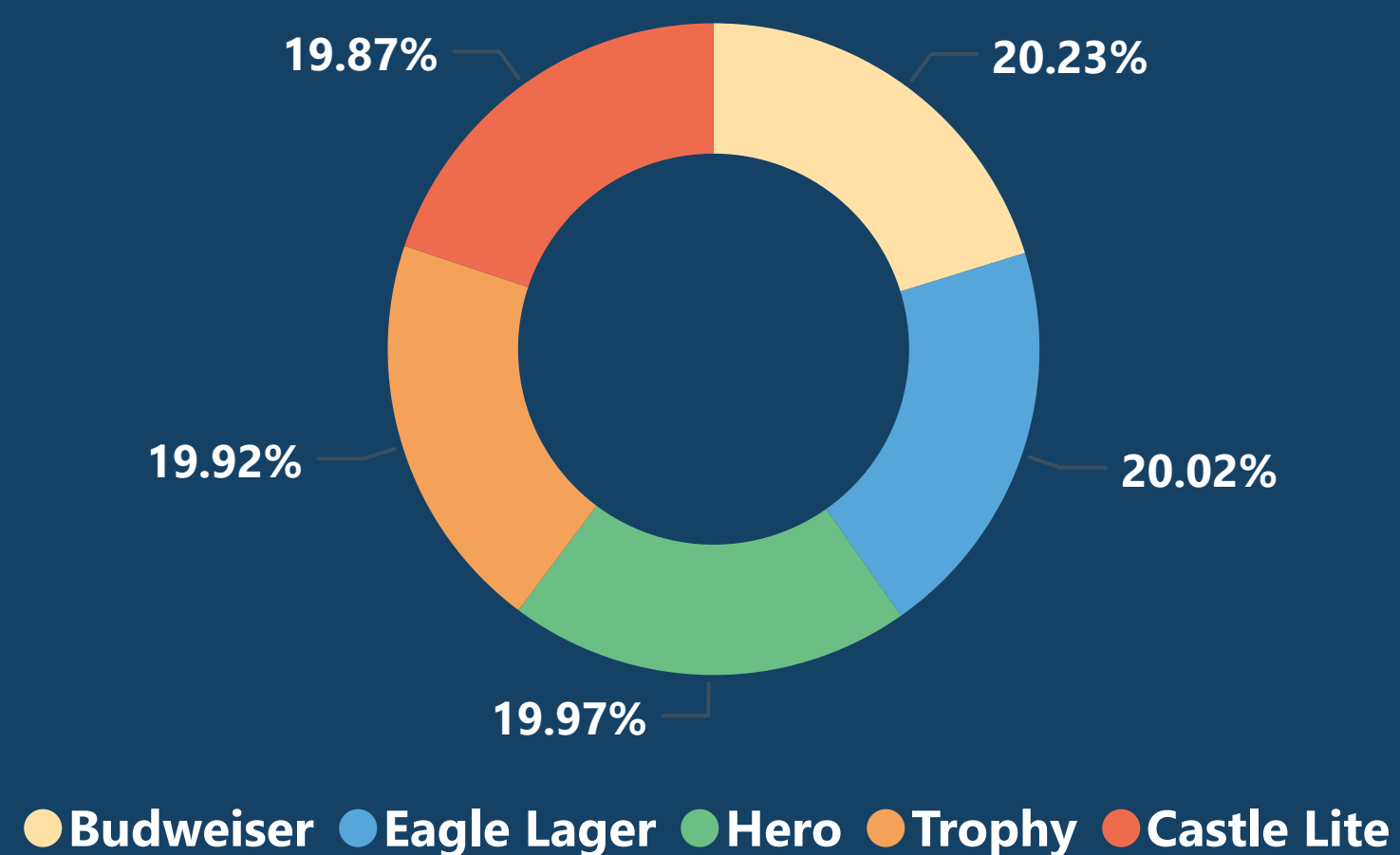
Ghana

\$2M

Budweiser Consumption by Region in Nigeria

REGION	Sum of total_quantity_consumed
South East	4,113
North West	4,274
North East	4,320
South South	4,328
North Central	4,498
West	4,620
Total consumption	26,153

Beer consumption in Nigeria.



Regional Sales of Budweiser – Nigeria, 2019

South East	1,821
North East	990
North West	948
West	884
South South	847