

Appliances and Electronics Specialists in Nigeria

<https://marketpublishers.com/r/A3356623A711EN.html>

Date: February 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: A3356623A711EN

Abstracts

Appliances and electronics specialists in Nigeria experienced a downturn in 2023 as consumers grappled with economic challenges. Rising costs of appliances and electronics prompted consumers to reassess their purchasing priorities, leading to a decline in sales within this channel. With limited disposable income, consumers shifted their focus towards purchasing essential items, such as groceries, while opting for more affordable brands in the electronics and appliance market. This shift in consu...

Euromonitor International's Appliances and Electronics Specialists in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Appliances and Electronics Specialists market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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