

Discounters in Nigeria

<https://marketpublishers.com/r/D0222B21D7CEN.html>

Date: February 2024

Pages: 34

Price: US\$ 990.00 (Single User License)

ID: D0222B21D7CEN

Abstracts

Despite the potential for affordability offered by discounters, the overall spending power of Nigerian consumers experienced a decline, dampening the growth for this retail channel in Nigeria in 2023. With inflation soaring, consumers became increasingly hesitant to make bulk purchases, opting instead to frequent outdoor markets where prices could be negotiated or bought in bulk at near wholesale rates. This reluctance to buy in bulk contributed to subdued volume sales for discounters, hindering...

Euromonitor International's Discounters 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 Discounters 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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