

# E-Commerce (Goods) in Nigeria

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## Abstracts

Having grown steadily for most of the review period, the rate of growth in e-commerce retail current value sales accelerated sharply during 2021. The COVID-19 pandemic encouraged a growing number of middle- and high-income consumers to shop online for the first time. The pandemic also drove a shift to lower-value products in e-commerce, as consumers bought more food and drink online but fewer big-ticket items.

Euromonitor International's E-Commerce (Goods) 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.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

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

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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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Competition intensifies between leading e-commerce players

Jumia Technologies AG remains dominant

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Cashless payments will grow in popularity

Omnichannel retail and click-and-collect will become more commonplace

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