

Electronics and Appliance Specialist Retailers in Nigeria

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Abstracts

The retail current value sales of electronics and appliance specialist retailers rebounded during 2021. However, the growth in retail value sales was dampened as a decline in the foreign-exchange value of the naira, which made imported products more expensive, negatively affected demand for electronics and appliances. Nonetheless, leading telecommunications companies such as MTN were able to offer smartphones at relatively affordable prices due to agreements with key suppliers as well as economi...

Euromonitor International's Electronics and Appliance Specialist Retailers 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 Electronics and Appliance Specialist Retailers 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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Price rises negatively affect demand for electronics and appliances

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Black Friday boosts demand for electronics and appliances

PROSPECTS AND OPPORTUNITIES

Local consumer interest in gadgets will continue to grow, but most will buy them from informal retailers or second hand

E-commerce will expand but will largely remain limited to lower-value items

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