

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.

Contents

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN NIGERIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Price rises negatively affect demand for electronics and appliances

E-commerce thrives at the cost of electronics and appliance specialist retailers

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

Non-specialists like Spar and Game may pose a competitive threat

CHANNEL DATA

Table 1 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 4 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 5 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 6 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 7 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 8 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

RETAILING IN NIGERIA

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Competition intensifies in modern grocery retailing

E-commerce on the rise in non-grocery retailing

Modern grocery retail formats continue to gain ground on traditional outlets

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Christmas

Back to School

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 9 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 10 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 11 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 12 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 13 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 14 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 15 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 16 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 18 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 19 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 20 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 21 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 22 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 24 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 25 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 26 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 27 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 28 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 30 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 31 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 32 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 33 Mixed Retailers Outlets by Channel: Units 2016-2021

| |
|--|
| Table 34 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021 |
| Table 35 Retailing GBO Company Shares: % Value 2017-2021 |
| Table 36 Retailing GBN Brand Shares: % Value 2018-2021 |
| Table 37 Store-based Retailing GBO Company Shares: % Value 2017-2021 |
| Table 38 Store-based Retailing GBN Brand Shares: % Value 2018-2021 |
| Table 39 Store-based Retailing LBN Brand Shares: Outlets 2018-2021 |
| Table 40 Non-Store Retailing GBO Company Shares: % Value 2017-2021 |
| Table 41 Non-Store Retailing GBN Brand Shares: % Value 2018-2021 |
| Table 42 Grocery Retailers GBO Company Shares: % Value 2017-2021 |
| Table 43 Grocery Retailers GBN Brand Shares: % Value 2018-2021 |
| Table 44 Grocery Retailers LBN Brand Shares: Outlets 2018-2021 |
| Table 45 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021 |
| Table 46 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021 |
| Table 47 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021 |
| Table 48 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021 |
| Table 49 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021 |
| Table 50 Mixed Retailers GBO Company Shares: % Value 2017-2021 |
| Table 51 Mixed Retailers GBN Brand Shares: % Value 2018-2021 |
| Table 52 Mixed Retailers LBN Brand Shares: Outlets 2018-2021 |
| Table 53 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021 |
| Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026 |
| Table 55 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026 |
| Table 56 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026 |
| Table 57 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026 |
| Table 58 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026 |
| Table 59 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026 |
| Table 60 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026 |
| Table 61 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026 |
| Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026 |
| Table 63 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026 |
| Table 64 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026 |
| Table 65 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026 |
| Table 66 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026 |
| Table 67 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026 |

Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 69 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 70 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 71 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 72 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 73 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 75 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 76 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 77 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 78 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 79 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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