

# Food and Drink E-Commerce in Nigeria

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## Abstracts

Retail current value sales of food and drink e-commerce expanded rapidly during 2021, albeit at a lower rate than in 2020. The pandemic has helped to make consumers more comfortable with idea of shopping for food and drinks online. Once they tried it and were happy with the service, most consumers persisted with it. Retail value sales of food and drink e-commerce were also boosted by the launch of Glovo in Nigeria in 2021. Food delivery is the company's most popular service. This followed the ar...

Euromonitor International's Food and Drink E-Commerce 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 Food and Drink E-Commerce 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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Jumia Technologies AG appears well placed to dominate

Food and drink e-commerce will remain a niche

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