

Food and Drink Internet Retailing in Nigeria

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Abstracts

Jumia Food launched the online alcoholic drinks platform Jumia Party in late 2017, which enables consumers to place an order and have it delivered within the hour. There is also an incentive of free delivery for any order above NGN10,000, with consumers also able to pay upon delivery. Although the service is currently still limited to high-end areas in Lagos state, it is expected to be extended over the forecast period thanks to Jumia Nigeria's strength in internet retailing and distribution. Ne...

Euromonitor International's Food and Drink Internet Retailing 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 Internet Retailing 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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