

# General Merchandise Stores in Nigeria

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## Abstracts

In 2023, general merchandise stores in Nigeria faced a notable decline in sales, primarily due to shifting consumer preferences driven by high inflation. As the cost of living rose, consumers found themselves grappling with reduced purchasing power, prompting a significant adjustment in their spending habits. With the imperative to stretch their budgets, consumers began prioritising essential items over non-essentials, leading to a decline in sales within the general merchandise sector. This shi...

Euromonitor International's General Merchandise Stores 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:** Department Stores, Variety Stores.

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

## Why buy this report?

Get a detailed picture of the General Merchandise Stores 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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