

# Home Laundry Appliances in Nigeria

<https://marketpublishers.com/r/H528318F34FEN.html>

Date: January 2024

Pages: 37

Price: US\$ 990.00 (Single User License)

ID: H528318F34FEN

## Abstracts

In 2023, home laundry appliances experienced a substantial decline in volume sales due to adverse economic conditions severely impacting consumer spending power. The prevalence of high inflation, triggered by the depreciation of the local currency and a surge in fuel prices, compelled consumers to focus primarily on essential purchases. In Nigeria, where hand washing remains prevalent and home laundry appliances are considered a luxury, the demand for these appliances plummeted. Apart from reduc...

Euromonitor International's Home Laundry Appliances in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

Get a detailed picture of the Home Laundry Appliances 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

Home Laundry Appliances in Nigeria  
Euromonitor International  
January 2024

### LIST OF CONTENTS AND TABLES

HOME LAUNDRY APPLIANCES IN NIGERIA  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic strain leads to decline in home laundry appliance sales  
Decline in demand from laundromats amid struggles of small businesses  
Rise of lower-priced brands in challenging economic conditions

#### PROSPECTS AND OPPORTUNITIES

Forecasted economic uplift to drive robust growth  
Upward trajectory for automatic washing machines and dryers  
Intensified competition and innovations to fuel demand

#### CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 2 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume  
2018-2023

Table 8 Sales of Automatic Washing Machines by Smart Appliances: % Volume  
2019-2023

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 10 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 11 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 12 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 13 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 14 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 15 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth  
2023-2028

Table 16 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN NIGERIA

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

## 2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 18 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 20 Sales of Consumer Appliances by Category: Value 2018-2023

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 22 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 26 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 Sales of Small Appliances by Category: Volume 2018-2023

Table 28 Sales of Small Appliances by Category: Value 2018-2023

Table 29 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 30 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 32 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 33 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 34 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 35 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 36 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 37 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 38 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 39 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 42 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 43 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 44 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 45 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 46 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 47 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Home Laundry Appliances in Nigeria

Product link: <https://marketpublishers.com/r/H528318F34FEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H528318F34FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970