

Home Video in Nigeria

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Abstracts

Home video is expected to register a fall in volume sales in 2023. Continued high inflation, as well as a significant devaluation of the naira, is expected to reduce consumer purchasing power further. In particular, currency devaluation has made imported products such as home video even more expensive. This is seeing consumers resorting to extending the lifespan of their current appliances, in particular TVs. Consumers are also opting for smaller 40-55 inch screen TVs, rather than the larger 65-...

Euromonitor International's Home Video in Nigeria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Televisions, Video Players.

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 Video 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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