

Megatrends in Nigeria

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Nigeria.

Euromonitor's Megatrends in Nigeria report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

Get a detailed picture of the Megatrends 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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The drivers shaping consumer behaviour

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Businesses harness megatrends to renovate, innovate and disrupt

Convenience

FoodCourt's virtual restaurants offer "limitless convenience on-demand"

Tech is being used to simplify everyday tasks

Consumers want a better work-life balance

Nigerians like to make on-the-spot purchases

Digital living

Revolutionary new ride-sharing app Gab Taxi helps to ensure fairer wages for drivers

Video gaming is a favourite pastime among young Nigerians

Most consumers are protective of their personal data

Generation Z want to preserve their online anonymity

Friends and family remain the most trusted information source

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Diversity and inclusion

Educational aims to create a level playing field in the education sector

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Most Nigerians feel comfortable expressing their identity

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Consumers still more likely to enjoy real world than online experiences

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Millennials are the most enthusiastic about virtual activities

Nigerians enjoy tailored experiences

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Most Nigerians desire a simpler lifestyle

Millennials are the most confident in their long-term investments

Health, quality and comfort are prized attributes

Pursuit of value

Nigeria's leading discounter, Jara, opens its sixth store

Consumers are finding ways to cut costs

Shoppers are worried about the rising cost of living

Nigerians are embracing the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

Shoprite partners with Glovo to provide grocery deliveries within the hour

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S-commerce gains traction as part of the omnichannel experience

Millennials interact most with brands online

Sustainable living

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Nigerians take a keen interest in the community

Millennials are the most eager to support local stores

Wellness

NigComHealth allows Nigerians to access professional healthcare services remotely

Nigerians take a keen interest in healthy eating

Leverage the power of megatrends to shape your strategy today

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