

Microwaves in Nigeria

<https://marketpublishers.com/r/M45D64DB1A7EN.html>

Date: January 2024

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: M45D64DB1A7EN

Abstracts

The demand for microwaves saw a substantial decline in 2023, primarily due to adverse economic conditions that restricted consumer purchasing power and resulted in soaring unit prices. Heightened inflation, triggered by the devaluation of the local currency and escalated fuel costs, prompted consumers to prioritise essential expenditures, thereby causing a significant downturn in the demand for non-essential items such as microwaves. The decline in employment further exacerbated the situation, n...

Euromonitor International's Microwaves 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: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

Get a detailed picture of the Microwaves 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

Microwaves in Nigeria
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

MICROWAVES IN NIGERIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic downturn significantly impacts microwaves in 2023
Impact on small foodservice providers and consumer behaviour
Rising unit prices and consumer preferences
PROSPECTS AND OPPORTUNITIES
Economic resurgence to propel microwave demand
Untapped potential and prospects for expansion
Stimulating consumer interest through competition and innovation

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2018-2023
Table 2 Sales of Microwaves by Category: Value 2018-2023
Table 3 Sales of Microwaves by Category: % Volume Growth 2018-2023
Table 4 Sales of Microwaves by Category: % Value Growth 2018-2023
Table 5 Sales of Microwaves by Smart Appliances: % Volume 2019-2023
Table 6 NBO Company Shares of Microwaves: % Volume 2019-2023
Table 7 LBN Brand Shares of Microwaves: % Volume 2020-2023
Table 8 Distribution of Microwaves by Format: % Volume 2018-2023
Table 9 Production of Microwaves: Total Volume 2018-2023
Table 10 Forecast Sales of Microwaves by Category: Volume 2023-2028
Table 11 Forecast Sales of Microwaves by Category: Value 2023-2028
Table 12 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
Table 13 Forecast Sales of Microwaves 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 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

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

Table 24 Sales of Small Appliances by Category: Volume 2018-2023

Table 25 Sales of Small Appliances by Category: Value 2018-2023

Table 26 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 29 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 30 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 31 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 32 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 33 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 35 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

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

Table 42 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 43 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Microwaves in Nigeria

Product link: <https://marketpublishers.com/r/M45D64DB1A7EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M45D64DB1A7EN.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