

# Mobile E-Commerce in Nigeria

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## Abstracts

The rate of growth in the retail current value sales of mobile e-commerce slowed significantly during 2020. Lockdown measures disrupted both supply-chains and deliveries, particularly during March and April, while the economic shock of the pandemic led many consumers to rein in their discretionary spending. On the other hand, with consumers spending much more time at home, some tried online shopping for the first time.

Euromonitor International's Mobile E-Commerce 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.

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

### Why buy this report?

Get a detailed picture of the Mobile E-Commerce 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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COVID-19 disrupts supply chains and deliveries and leads many consumers to reduce their discretionary spending

Cheaper smartphones and more affordable mobile internet make mobile e-commerce more accessible.

Pandemic drives boom in demand for food delivery apps

#### RECOVERY AND OPPORTUNITIES

Post-pandemic economic rebound and increased internet use will drive strong growth

Spurred by COVID-19, Nigerian consumers are becoming more comfortable using their mobile phones to make payments

As apps proliferate, competition will intensify

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