

Mobile Phones in Nigeria

<https://marketpublishers.com/r/M05501BE3EAEN.html>

Date: July 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: M05501BE3EAEN

Abstracts

Overall mobile phones are expected to register volume decline in 2023. Continuing elevated inflation and also a significant devaluation of the naira leads to a significant fall in consumer purchasing power. In particular, currency devaluation has made imported products more expensive. All the same, smartphones are expected to register modest volume growth, though the market is becoming more saturated, with more than half of all mobile phones now being smartphones. On the other hand, feature phon...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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 Phones 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.

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Contents

MOBILE PHONES IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant volume decline for feature phones

Telecommunication players support volume growth of smartphones

Transsion holds on to top spot

PROSPECTS AND OPPORTUNITIES

Double-digit volume growth for smartphones

Diverging sales trends for smartphones and feature phones

Population growth and increased social media use stimulate sales of smartphones

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 Sales of Mobile Phones by Category: Value 2018-2023

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN NIGERIA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth
2023-2028

Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth
2023-2028

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SOURCES

Summary 1 Research Sources

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