

Non-Grocery Specialists in Nigeria

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Abstracts

With Nigeria officially in economic recession by the end of the second quarter of 2016, and the local currency continuing to depreciate, the environment for formal, modern stores that depend on the importation of products had become quite unfavourable. This has led to the exit of Truworths International Ltd's apparel stores early in 2016. A scarcity of foreign exchange at official rates, as the Nigerian government restricted many "unessential" items from using foreign exchange from official sour...

Euromonitor International's Non-Grocery Specialists 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.

Product coverage: Apparel and Footwear Specialist Retailers, Electronics and Appliance Specialist Retailers, Health and Beauty Specialist Retailers, Home and Garden Specialist Retailers, Leisure and Personal Goods Specialist Retailers, Other Non-Grocery Specialists.

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

Why buy this report?

Get a detailed picture of the Non-Grocery Specialists 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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Executive Summary

Modern Retailing Channels Continue To Post Strong Growth in Nigeria

2016 Is A Challenging Year for Retailing Due To the Economic Recession

Grocery Retailers Increasing Non-grocery Product Offer

International Players Lead in the Expansion of Modern Retailing

Retailing Is Expected To Grow Well Over the Forecast Period

Key Trends and Developments

Economic Recession in 2016 Has A Negative Impact on Retailing in Nigeria

Technology and Convenience Aid Growth of Modern Retailing Formats

Urbanisation Helps Drive Modern Retailing in Nigeria

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