

PESTLE Analysis of Nigeria 2013, January 2014

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Abstracts

The Nigerian economy is likely to be driven by growth in the telecommunications, building and construction, and hotel & restaurants industries during the forecast period. Recovery of the global economy, particularly European countries would positively impact the Nigerian economy. Oil and gas is one of the major sectors of the country, contributing significantly to total export. Increase in international oil prices would boost the oil and gas sector as well as the economy. The Nigerian economy is likely to grow to \$384 billion at the current price by 2018 at a CAGR of 6.8% during 2013-2018.

Lucintel, a leading global management consulting and market research firm, has conducted a detailed analysis on this economy and presents its findings in “PESTLE Analysis of Nigeria 2013”. The study indicates the social challenges that Nigeria is facing in terms of high unemployment rate, high corruption rate, and high homicide rate (crime rate). The country does not witness much economic risk due to its moderate GDP growth rate, low government debt, and fiscal surplus. The report also highlights the major drivers of the economy.

The telecommunication industry is one of the emerging industries that grew at a CAGR of 34% over the period of 2007-2012, and the contribution surged from 0.02% to 0.8% to GDP over the same period. Construction is another emerging industry with high potential in Nigeria. Expanding population and government policy targeted at boosting the infrastructure are driving the growth of this industry. Expanding urbanization and government plans to fill up the infrastructure gap with public private partnership are providing immense opportunities in this sector for domestic as well as foreign investors.

Lucintel highlights the key challenges that stifle the growth of the Nigerian economy. The country faces social challenges including high corruption rate, inequality of income distribution, and high crime rate. Major social concerns for the country include increasing unemployment rate which will affect the income levels and purchasing

power.

This report includes an in-depth analysis of Nigeria including macroeconomy, political scenario, economic and business risks, and social and technological analysis. This report provides knowledge on Nigeria's leading industries and emerging industries.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of Nigeria 2013" include:

- Trend and forecast for key macroeconomic variables that are useful to make major investment decision

- Analysis on economic activity, investment environment, and trade structure of the country

- Major industries in Nigeria and its contribution to GDP

- Trends in savings, investments, and consumptions

- Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

- Analyses on geographical importance and social structure such as labor quality

- Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Nigeria

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