

# Consumer Electronics in Nigeria

<https://marketpublishers.com/r/CF3F34EC21CEN.html>

Date: March 2020

Pages: 33

Price: US\$ 350.00 (Single User License)

ID: CF3F34EC21CEN

## Abstracts

Consumer Electronics in Nigeria

### SUMMARY

Consumer Electronics in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones.

Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand

mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The Nigerian consumer electronics market had total revenues of \$4,668.6m in 2018, representing a compound annual growth rate (CAGR) of 7.9% between 2014 and 2018.

The consumer electronics segment was the market's most lucrative in 2018, with total revenues of \$1.8bn, equivalent to 38.4% of the market's overall value.

Nigeria's consumer electronics market is unusual among those of countries with similar economic profiles, in that demand for televisions is still maturing.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics market in Nigeria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in Nigeria

Leading company profiles reveal details of key consumer electronics market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Nigeria consumer electronics market with five year forecasts

## REASONS TO BUY

What was the size of the Nigeria consumer electronics market by value in 2018?

What will be the size of the Nigeria consumer electronics market in 2023?

What factors are affecting the strength of competition in the Nigeria consumer

electronics market?

How has the market performed over the last five years?

What are the main segments that make up Nigeria's consumer electronics market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. How is ecommerce affecting competition in this market?

## **8 COMPANY PROFILES**

- 8.1. Jumia Nigeria Limited
- 8.2. Massmart Holdings Limited

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Nigeria consumer electronics market value: \$ million, 2014-18

Table 2: Nigeria consumer electronics market category segmentation: \$ million, 2018

Table 3: Nigeria consumer electronics market geography segmentation: \$ million, 2018

Table 4: Nigeria consumer electronics market distribution: % share, by value, 2018

Table 5: Nigeria consumer electronics market value forecast: \$ million, 2018-23

Table 6: Jumia Nigeria Limited: key facts

Table 7: Jumia Nigeria Limited: Key Employees

Table 8: Massmart Holdings Limited: key facts

Table 9: Massmart Holdings Limited: Annual Financial Ratios

Table 10: Massmart Holdings Limited: Key Employees

Table 11: Nigeria size of population (million), 2014-18

Table 12: Nigeria gdp (constant 2005 prices, \$ billion), 2014-18

Table 13: Nigeria gdp (current prices, \$ billion), 2014-18

Table 14: Nigeria inflation, 2014-18

Table 15: Nigeria consumer price index (absolute), 2014-18

Table 16: Nigeria exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Nigeria consumer electronics market value: \$ million, 2014-18

Figure 2: Nigeria consumer electronics market category segmentation: % share, by value, 2018

Figure 3: Nigeria consumer electronics market geography segmentation: % share, by value, 2018

Figure 4: Nigeria consumer electronics market distribution: % share, by value, 2018

Figure 5: Nigeria consumer electronics market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the consumer electronics market in Nigeria, 2018

Figure 7: Drivers of buyer power in the consumer electronics market in Nigeria, 2018

Figure 8: Drivers of supplier power in the consumer electronics market in Nigeria, 2018

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics market in Nigeria, 2018

Figure 10: Factors influencing the threat of substitutes in the consumer electronics market in Nigeria, 2018

Figure 11: Drivers of degree of rivalry in the consumer electronics market in Nigeria, 2018

## I would like to order

Product name: Consumer Electronics in Nigeria

Product link: <https://marketpublishers.com/r/CF3F34EC21CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CF3F34EC21CEN.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