

Nigeria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026

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Abstracts

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SUMMARY

Consumer Electronics Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Consumer 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 Nigerian consumer electronics market had total revenues of \$4.8bn in 2021, representing a compound annual growth rate (CAGR) of 4.1% between 2017 and 2021.

The Consumer Electronics segment was the market's most lucrative in 2021, with total revenues of \$2.0bn, equivalent to 42.3% of the market's overall value.

In 2020, like other retail sectors, consumer electronics retail declined due to COVID-19's economic impact.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Nigeria consumer electronics retail market by value in 2021?

What will be the size of the Nigeria consumer electronics retail market in 2026?

What factors are affecting the strength of competition in the Nigeria consumer electronics retail market?

How has the market performed over the last five years?

Who are the top competitors in Nigeria's consumer electronics retail 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 e-commerce affecting competition in this market?
- 7.3. What have been the most significant partnership/agreement over the last year?
- 7.4. How has the COVID-19 pandemic affected leading players?

8 COMPANY PROFILES

- 8.1. Jumia Nigeria 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 retail market value: \$ million, 2016-21
- Table 2: Nigeria consumer electronics retail market category segmentation: % share, by value, 2016-2021
- Table 3: Nigeria consumer electronics retail market category segmentation: \$ million, 2016-2021
- Table 4: Nigeria consumer electronics retail market geography segmentation: \$ million, 2021
- Table 5: Nigeria consumer electronics retail market distribution: % share, by value, 2021
- Table 6: Nigeria consumer electronics retail market value forecast: \$ million, 2021-26
- Table 7: Jumia Nigeria Limited: key facts
- Table 8: Jumia Nigeria Limited: Key Employees
- Table 9: Nigeria size of population (million), 2017-21
- Table 10: Nigeria gdp (constant 2005 prices, \$ billion), 2017-21
- Table 11: Nigeria gdp (current prices, \$ billion), 2017-21
- Table 12: Nigeria inflation, 2017-21
- Table 13: Nigeria consumer price index (absolute), 2017-21
- Table 14: Nigeria exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

- Figure 1: Nigeria consumer electronics retail market value: \$ million, 2016-21
- Figure 2: Nigeria consumer electronics retail market category segmentation: \$ million, 2016-2021
- Figure 3: Nigeria consumer electronics retail market geography segmentation: % share, by value, 2021
- Figure 4: Nigeria consumer electronics retail market distribution: % share, by value, 2021
- Figure 5: Nigeria consumer electronics retail market value forecast: \$ million, 2021-26
- Figure 6: Forces driving competition in the consumer electronics retail market in Nigeria, 2021
- Figure 7: Drivers of buyer power in the consumer electronics retail market in Nigeria, 2021
- Figure 8: Drivers of supplier power in the consumer electronics retail market in Nigeria, 2021
- Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Nigeria, 2021
- Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Nigeria, 2021
- Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Nigeria, 2021

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