

Nigeria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

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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 size (value 2017-22, and forecast to 2027). 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 comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Nigerian consumer electronics market had total revenues of \$4.7 billion in 2022, representing a compound annual growth rate (CAGR) of 3.4% between 2017 and 2022.

The consumer electronics segment accounted for the market's largest proportion in 2022, with total revenues of \$2 billion, equivalent to 42.3% of the market's overall value.

According to the Central Bank of Nigeria Economic Report November 2022, the economic outlook is comparatively positive. Consumer confidence and ongoing

broad-based policy support the economy, and these factors contributed to growth in the Nigerian consumer electronics market.

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 2022?

What will be the size of the Nigeria consumer electronics retail market in 2027?

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?

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

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