

# Nigeria Online Retail Market Summary, Competitive Analysis and Forecast to 2026

<https://marketpublishers.com/r/NF8F363C8CBCEN.html>

Date: January 2023

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: NF8F363C8CBCEN

## Abstracts

Nigeria Online Retail Market @Summary, Competitive Analysis and Forecast to 2026

### SUMMARY

Online Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: 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 online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Nigerian online retail market had total revenues of \$538.2m in 2021, representing a compound annual growth rate (CAGR) of 29.7% between 2017 and 2021.

Online Specialists account for the largest proportion of sales in the Nigerian online retail market in 2021, sales through this channel generated \$369.8m, equivalent to 68.7% of the market's overall value.

The adoption of electronic payments in the country has encouraged several payment service providers to enter the Nigerian market.

## SCOPE

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

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

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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