

Nigeria Online Retail Market to 2027

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Abstracts

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Summary

Online Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, 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 online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Nigerian online retail sector had total revenues of \$4.4 billion in 2022, representing a compound annual growth rate (CAGR) of 22.8% between 2017 and 2022.

The food & grocery retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$1.6 billion, equivalent to 35.3% of the sector's overall value.

The growth in the Nigerian online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, the real GDP annual growth rate of Nigeria in 2022 stood at 3.1%, according to GlobalData.

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 2022?

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

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

How has the market performed over the last five years?

Who are the top competitors in Nigeria's online 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

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 COMPANY PROFILES

- 7.1. Jumia.
- 7.2. Konga Online Shopping Limited
- 7.3. Mr. Price Group Ltd

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 APPENDIX

- 9.1. Methodology
- 9.2. Industry associations
- 9.3. Related MarketLine research
- 9.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Nigeria online retail sector value: \$ million, 2017–22

Table 2: Nigeria online retail sector category segmentation: % share, by value, 2017–2022

Table 3: Nigeria online retail sector category segmentation: \$ million, 2017-2022

Table 4: Nigeria online retail sector geography segmentation: \$ million, 2022

Table 5: Nigeria online retail sector distribution: % share, by value, 2022

Table 6: Nigeria online retail sector value forecast: \$ million, 2022–27

Table 7: Jumia.: key facts

Table 8: Jumia.: Key Employees

Table 9: Konga Online Shopping Limited: key facts

Table 10: Konga Online Shopping Limited: Key Employees

Table 11: Mr. Price Group Ltd: key facts

Table 12: Mr. Price Group Ltd: Annual Financial Ratios

Table 13: Mr. Price Group Ltd: Key Employees

Table 14: Nigeria size of population (million), 2018–22

Table 15: Nigeria gdp (constant 2005 prices, \$ billion), 2018–22

Table 16: Nigeria gdp (current prices, \$ billion), 2018–22

Table 17: Nigeria inflation, 2018–22

Table 18: Nigeria consumer price index (absolute), 2018–22

Table 19: Nigeria exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Nigeria online retail sector value: \$ million, 2017–22

Figure 2: Nigeria online retail sector category segmentation: \$ million, 2017-2022

Figure 3: Nigeria online retail sector geography segmentation: % share, by value, 2022

Figure 4: Nigeria online retail sector distribution: % share, by value, 2022

Figure 5: Nigeria online retail sector value forecast: \$ million, 2022–27

Figure 6: Forces driving competition in the online retail sector in Nigeria, 2022

Figure 7: Drivers of buyer power in the online retail sector in Nigeria, 2022

Figure 8: Drivers of supplier power in the online retail sector in Nigeria, 2022

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Nigeria, 2022

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Nigeria, 2022

Figure 11: Drivers of degree of rivalry in the online retail sector in Nigeria, 2022

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