

Online Retail in Nigeria - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/O5F2BD366534EN.html>

Date: October 2021

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: O5F2BD366534EN

Abstracts

Online Retail in Nigeria - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

Online Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-20, and forecast to 2025). 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 sector had total revenues of \$0.4bn in 2020, representing a compound annual growth rate (CAGR) of 29.4% between 2016 and 2020.

The electrical and electronics retail segment accounted for the sector's highest value-share in 2020, with total revenues of \$0.2bn, equivalent to 63% of the sector's overall value.

The value of the Nigerian online retail sector grew by 35.4% in 2020.

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 2020?

What will be the size of the Nigeria online retail market in 2025?

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
- 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

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. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?

8 COMPANY PROFILES

- 8.1. Mr. Price Group Ltd

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 online retail sector value: \$ million, 2016-20

Table 2: Nigeria online retail sector category segmentation: \$ million, 2020

Table 3: Nigeria online retail sector geography segmentation: \$ million, 2020

Table 4: Nigeria online retail sector value forecast: \$ million, 2020-25

Table 5: Mr. Price Group Ltd: key facts

Table 6: Mr. Price Group Ltd: Annual Financial Ratios

Table 7: Mr. Price Group Ltd: Key Employees

Table 8: Mr. Price Group Ltd: Key Employees Continued

Table 9: Nigeria size of population (million), 2016-20

Table 10: Nigeria gdp (constant 2005 prices, \$ billion), 2016-20

Table 11: Nigeria gdp (current prices, \$ billion), 2016-20

Table 12: Nigeria inflation, 2016-20

Table 13: Nigeria consumer price index (absolute), 2016-20

Table 14: Nigeria exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Nigeria online retail sector value: \$ million, 2016-20

Figure 2: Nigeria online retail sector category segmentation: % share, by value, 2020

Figure 3: Nigeria online retail sector geography segmentation: % share, by value, 2020

Figure 4: Nigeria online retail sector value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the online retail sector in Nigeria, 2020

Figure 6: Drivers of buyer power in the online retail sector in Nigeria, 2020

Figure 7: Drivers of supplier power in the online retail sector in Nigeria, 2020

Figure 8: Factors influencing the likelihood of new entrants in the online retail sector in Nigeria, 2020

Figure 9: Factors influencing the threat of substitutes in the online retail sector in Nigeria, 2020

Figure 10: Drivers of degree of rivalry in the online retail sector in Nigeria, 2020

I would like to order

Product name: Online Retail in Nigeria - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/O5F2BD366534EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O5F2BD366534EN.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