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Online Retail in Nigeria

https://marketpublishers.com/r/O0441693D34EN.html
Date: February 2020
Pages: 34
Price: US$ 350.00 (Single User License)
ID: O0441693D34EN

Abstracts

Online Retail in Nigeria

SUMMARY

Online Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 each category listed below, 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.

The Nigerian online retail sector generated total revenues of $1.0bn in 2018, representing a compound annual growth rate (CAGR) of 26% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of $345.2m, equivalent to 33.9% of the sector's overall value.

According to the World Bank the percentage of Nigerians using the internet was 42% in 2017, an increase from 21% in 2014.

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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 2018?

What will be the size of the Nigeria online retail market in 2023?

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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