

Nigeria Telecom Sector Analysis

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Abstracts

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Nigeria has established itself as the largest telecom market in Africa during the past few years. The country's telecom sector is undergoing speedy transformation on account of explosive growth and rapid infrastructure developments. Liberalization of the telecom sector along with increased competition among players have brought substantial benefits to the consumers in terms of lower subscription rates and enhanced choice. Moreover, the Nigerian government is making efforts to transform the country's economy into a knowledge-based economy.

Our research identifies that allowance of mobile number portability (MNP) in future along with issuance of 3G and 4G licenses will also play an important role in driving the growth of telecom sector in the country. According to our research, mobile market of the country possesses tremendous growth potential given the fact that penetration rate was just 57.4% at the end of 2010. With the rapidly improving mobile infrastructure and intense competition among mobile operators, it is expected that the number of mobile subscribers will grow at a CAGR of around 15% during 2009-2014, with a penetration rate exceeding 88% by 2014 end.

The research also acknowledged that competition among various telecom operators is increasing as they are looking for new business expansion and customer retention strategies to sustain and gain higher chunk of the market. Thus, operators are aggressively pushing the deployment of network infrastructure, which is driving investments in the country's telecom sector. The report also presents an overview of the competitive landscape, in which, leading industry players have been covered along with their marketing strategies.

Our report “Nigeria Telecom Sector Analysis”, provides an in-depth research and extensive analysis on the Nigerian telecom market. The research provides a deep insight into the trends currently dominating the telecom market in the country and substantiates the data with relevant statistics. The report provides industry forecasts on various telecom segments based on feasible telecom industry environment in Nigeria including fixed-line subscribers and penetration, mobile subscribers and penetration, Internet users, and broadband subscribers and penetration. The report also provides thorough analysis on the current and future outlook of various emerging technologies, such as 3G, 4G, and WiMAX.

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