

Residential Washing Machine Market in Nigeria 2021

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Abstracts

Residential washing machines are the most widely used home appliances for cleaning and caring for clothes. A study by StrategyHelix indicates that the residential washing machine market in Nigeria is projected to expand by a CAGR of 11.6% from 2021 through 2027. Rising consumer disposable income and living standards coupled with increasing urbanization, rising affordability of washing machines are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for residential washing machine. The Nigeria residential washing machine market is segmented on the basis of product, technology, and distribution channel. Based on product, the residential washing machine market in Nigeria is categorized into dryers, fully automatic washing machines, semi-automatic washing machines, washer dryers. In Nigeria, the fully automatic washing machines segment made up the largest share of the residential washing machine market. On the basis of technology, the residential washing machine market in Nigeria has been segmented into automatic, semi-automatic. By distribution channel, the residential washing machine market in Nigeria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The key players in the residential washing machine market include Hisense Group Co. Ltd., LG Corporation, The Samsung Group, Haier Group Corporation, Fareast Mercantile Company Limited, Arcelik A.S.

Report Scope

Product: dryers, fully automatic washing machines, semi-automatic washing machines, washer dryers

Technology: automatic, semi-automatic

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing,

others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria residential washing machine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Semi-automatic washing machines
Washer dryers

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Automatic
Semi-automatic

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Supermarkets & hypermarkets
Specialty stores
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Others

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Hisense Group Co., Ltd.
LG Corporation
The Samsung Group
Haier Group Corporation
Fareast Mercantile Company Limited
Arcelik A.S.
About StrategyHelix

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