

Computers and Peripherals in Nigeria

Market Direction | 2022-08-08 | 21 pages | Euromonitor

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Report description:

The effects of the COVID-19 pandemic will continue to shape computers and peripherals in Nigeria in 2022 as supply disruptions persist, leading to rising prices in the import-dominated category. The increase in prices coupled with rising inflation is impeding retail volume growth of computers, leading to slower growth rates for portable computers, laptops, and tablets and continued declines for retail desktops. Many people are turning to the second-hand market to secure such items (not included...

Euromonitor International's Computers and Peripherals in Nigeria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Laptop and tablet donations for student use aid retail growth; business sales of desktops shows better performance than in retail

Hewlett-Packard dominates thanks to its major presence in laptops

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Laptops to see double-digit retail growth rates, driving overall category performance

Business sales set to increasingly shift from desktops to laptops

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