

Consumer Electronics in Nigeria

Market Direction | 2022-08-08 | 79 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

The negative impacts of high inflation and disruptions to supply will continue to impede the retail volume sales of consumer electronics in 2022. The latter was particularly significant in the importation and production of newer consumer electronics, with supply being unable to meet global demand in the aftermath of the COVID-19 pandemic. Meanwhile, the high inflation has increased the cost of living. As there was no simultaneous increase in consumers' earning or savings, they will have less dis...

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in Nigeria

Euromonitor International

August 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN NIGERIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 2 Sales of Consumer Electronics by Category: Value 2017-2022

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supply disruptions and high inflation hamper category growth

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

PROSPECTS AND OPPORTUNITIES

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

Business sales set to increasingly shift from desktops to laptops

Greater competition expected as more affordable options are launched

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2017-2022

Table 17 Sales of Computers by Category: Business Value MSP 2017-2022

Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022

Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rise of second-hand car market aids sales of in-dash media players

Demand for in-car navigation remains low as consumers turn to smartphones

In-car speakers continues its decline due to the improving quality of built-in speakers

PROSPECTS AND OPPORTUNITIES

High second-hand cars sales to lead to positive dynamic for in-dash media players

Growing ubiquity of smartphones will continue to undermine demand for built-in entertainment systems

E-commerce will continue to grow in importance thanks to rising number of affordable offerings online

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Small growth in home cinema and speaker systems as affluent consumers invest in home theatre spaces to watch films

In a difficult economic environment, lower-priced brands gain ground

Distribution landscapes normalises with appliance and electronics specialists remaining the vastly dominant channel

PROSPECTS AND OPPORTUNITIES

Return to growth will be driven by young tech savvy adults purchasing home cinema and speaker systems

Growing popularity of smartphones will continue to weigh heavily on demand growth for home audio and cinema

Existing brands to come under mounting pressure from cheaper Chinese brands

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline is driven by video players as on-demand streaming services diminishing demand

LCD TVs and OLED TVs both record growth, though LCD TVs remains the most dynamic and largest category

Existing players come under increased pressure from cheaper Chinese brands

PROSPECTS AND OPPORTUNITIES

LCD TVs will remain the most popular amongst consumers and the main driver of growth in home video

Dynamic growth expected for OLED TVs as promotional activities makes this category more accessible to a wider customer base

Entry of more affordable brands and models will help stimulate volume growth

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smartphones render imaging devices obsolete for a growing number of consumers

A strong reputation for quality and wide distribution underpin Canon's dominance

Appliances and electronics specialists monopolise category sales thanks to importance of in-person experience

PROSPECTS AND OPPORTUNITIES

For younger consumers imaging devices will edge towards obsolescence

Professional photographers will remain the main drivers of growth

Canon to continue dominating as players shift production to smaller affordable cameras to mitigate the category decline

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022
Table 67 Sales of Imaging Devices by Category: Value 2017-2022
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022
Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022
Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022
Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027
Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Popularity of wireless speakers rises due to wide variety of usage occasions
Smartphones drive long-term decline in demand for portable media players
Affordability remains key to success in wireless speakers competitive landscape

PROSPECTS AND OPPORTUNITIES

Wireless speakers to enjoy strong growth thanks to wide usage in everyday life and continued innovations
Portable media players will continue declining trend, saved only by demand from older rural consumers
Other portable media players to suffer as digital and electrical infrastructure is improved in rural areas

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022
Table 78 Sales of Portable Players by Category: Value 2017-2022
Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022
Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022
Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022
Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022
Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022
Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027
Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising prices and supply disruption leads to mild decline even with the continued dynamism of smartphones
Affordable pricing underpins the dominance of Transsion Holdings
Frequent launches of affordable smartphones encourages consumers to upgrade their devices

PROSPECTS AND OPPORTUNITIES

Faster and cheaper internet access will support growth in demand for smartphones
Diverging sales trends for smartphones and feature phones lead to overall low retail volume growth for mobile phones
Rising purchasing power and greater variety of new phone models will encourage more frequent upgrades

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022
Table 89 Sales of Mobile Phones by Category: Value 2017-2022
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health monitoring functions continue to boost sales of smart wearables

Wide range of affordable products and reputation for quality supports Xiaomi's leadership

E-commerce dominates distribution thanks to wide product offering and specific customer base of wearable electronics

PROSPECTS AND OPPORTUNITIES

Despite health awareness leading to accelerating growth for smart wearables, the category will remain relatively niche in the forecast period

E-commerce to remain dominant distribution channel despite more consumer interest in testing before purchasing

Category to see major investments in innovation and product development

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 102 Sales of Wearable Electronics by Category: Value 2017-2022

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fashionable and convenient, TWS earbuds grow in popularity at the expense of wireless earphones

Music enthusiasts and gamers support sales of premium wireless headbands

Oraimo Technology is the strongest individual player in a highly fragmented category

PROSPECTS AND OPPORTUNITIES

Strong volume sales to be driven by TWS earbuds

Expected improvement in economy to increase demand for premium headphones

Faster, more reliable internet will facilitate e-commerce growth

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022

Table 113 Sales of Headphones by Category: Value 2017-2022

Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 115 Sales of Headphones by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Headphones: % Volume 2018-2022

Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 118 Distribution of Headphones by Channel: % Volume 2017-2022

Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 120 Forecast Sales of Headphones by Category: Value 2022-2027

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Electronics in Nigeria

Market Direction | 2022-08-08 | 79 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com