

Mobile Phones in Nigeria

Market Direction | 2022-08-08 | 19 pages | Euromonitor

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Report description:

Mobile phones will see a slight retail volume decline in 2022 due to the rising prices caused by the high cost of importation and supply constraints. The latter is being affected both by supply pressure at the low end and disruptions in component productions and logistics. Nevertheless, mobile phones are perceived as a necessity by a growing number of local consumers, even among those on relatively low incomes. This is preventing a stronger decline even with the difficult economic conditions.

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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.

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MOBILE PHONES IN NIGERIA

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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

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