

Consumer Lifestyles in Nigeria

Market Direction | 2022-10-03 | 63 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Nigeria.

Euromonitor's Consumer Lifestyles in Nigeria report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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 Overview 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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Scope

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Consumer landscape in Nigeria 2022

Life priorities

Priority for spending more "me-time" higher than global average
Time for work much more of a priority for Nigerians than global average
Consumers value goods and services that help them stand out
Unique experiences and tailored products appeal to all generations
Consumers are geared towards trying new products and services
Baby boomers like to be engaged with brands

Home life

A high percentage of Nigerians frequently study at home
Fewer Gen Z respondents say they regularly work at home compared to other generations

Eating habits

Ready meals are a popular alternative to home-cooked food
Consumers actively select foods that offer health and nutritional benefits
Gen Z leading the shift - although small - to a more flexitarian diet
Consumers eat more snacks in the evening at weekends

Working life

Nigerians' answer to high unemployment is to start their own company
Gen Z have greater expectations to be self-employed than other cohorts

Leisure habits

All generations feel comfortable regularly socialising with friends online
Nigerians also enjoy sporting events and going to the cinema
Baby boomers are the most avid leisure shoppers of all generations
Baby boomers take more international trips than other cohorts

Health and wellness

Nearly 60% of female respondents take vitamins/supplements every day

Sustainable living

Over 80% of respondents trying to have a positive impact on the planet
Climate change is a bigger concern for baby boomers

Shopping habits

Consumers focus on quality over quantity and like to shop in malls
Buying fewer but higher-quality products is important to millennials
Nigerians far more reliant than global counterparts on friends/family for recommendations
Independent reviews next best thing to family/friends' recommendations
Consumers motivated to shop in-store by convenience and immediate purchase
Millennials motivated to shop in-store by convenience of store location
Online shoppers motivated by ability to shop at a time that suits them
Millennials and Gen X like the "anytime, anywhere" options that online shopping offers

Spending habits

High percentage of younger consumers expect to increase spending on clothing/footwear
Nigerian consumers are looking for ways to save more money in the future

Technology

Privacy and data sharing management important to many Nigerians
Baby boomers more likely to share their data to receive personalised offers
High reliance on mobile internet drives smartphone ownership
Smartwatch and fitness wearable/health tracking ownership on a par with global rates
Nigerians visit online health-related sites more than the global average

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Online video-gaming low compared to visiting social networks

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