

Microwaves in Nigeria

Market Direction | 2022-12-21 | 32 pages | Euromonitor

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Report description:

Microwaves will register a fall in volume sales in 2022. The continued depreciation of the local currency has led to an increase in the import prices of consumer appliances, including microwaves. Moreover, with the rise in the cost of living and the decline in consumer purchasing power, consumers prioritise more essential consumer appliances. Microwaves continue to be a niche product, mainly bought by wealthier consumers.

Euromonitor International's Microwaves in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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More affordable brands gain further volume share in 2022

E-commerce continues its upward trajectory

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