

Discounters in Nigeria

Market Direction | 2023-03-15 | 34 pages | Euromonitor

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Report description:

Discounters are a relatively new concept in Nigeria and have not taken off to any great extent yet, with some operators have been forced to exit. In 2022, with inflation soaring, consumers were hesitant to buy in bulk and this dampened volume sales for discounters, in spite of their affordable price. Those consumers who did buy in bulk chose to shop in outdoor markets, where price can be bought in bulk at near wholesale prices.

Euromonitor International's Discounters in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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