

Retail E-Commerce in Nigeria

Market Direction | 2023-03-15 | 37 pages | Euromonitor

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Report description:

Retail e-commerce continued to perform strongly, and registered double-digit constant value growth, in spite of high inflation. Increasing internet penetration supported value growth. Mobile payments are also increasing, with the unbanked population also able to make payments through the telecommunication companies networks MTN and Airtel and their network of agents. Appliance and electronics is by far the largest product area in terms of value sales, with consumer electronics such as smartphone...

Euromonitor International's Retail E-Commerce 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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