

Retail E-Commerce in Nigeria

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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.

Table of Contents:

Retail E-Commerce in Nigeria

Euromonitor International

March 2023

List Of Contents And Tables

RETAIL E-COMMERCE IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail e-commerce continues to register high growth

Social commerce complements and competes against e-commerce

Growing competition further boosts retail e-commerce

PROSPECTS AND OPPORTUNITIES

Consumer familiarity to drive growth as more Nigerians gain access to internet enabled

Fastest growing retail channel over forecast period

Arrival of Amazon changes the competitive landscape

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN NIGERIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Shoppers shop locally in 2022

E-commerce, along with social commerce, gains further value share

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Back to School

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 13 Sales in Retail Offline by Channel: Value 2017-2022

Table 14 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 15 Retail Offline Outlets by Channel: Units 2017-2022

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 17 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 21 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 23 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 27 Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 29 Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 31 Retail GBO Company Shares: % Value 2018-2022

Table 32 Retail GBN Brand Shares: % Value 2019-2022

Table 33 Retail Offline GBO Company Shares: % Value 2018-2022

Table 34 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 35 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 36 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 37 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 38 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 39 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 40 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 46 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 48 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retail E-Commerce in Nigeria

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com