

Appliances and Electronics Specialists in Nigeria

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

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Report description:

Though appliance and electronic specialists registered current value growth, constant value sales fell. Inflation spiralled in 2022, largely caused by the energy crisis stemming from the war in Ukraine, as well as global shortages of key products. On top of this, further depreciation of the naira made imported goods very expensive and most products within appliances and electronics are imported. With such high inflation, consumers prioritised essential goods and cut back on spending on appliance...

Euromonitor International's Appliances and Electronics Specialists 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 Appliances and Electronics Specialists 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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Fall in constant value sales, as inflation bites

Major chains struggle as consumers shift to lower priced brands

Appliance and electronic specialists compete effectively with other channels

PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Local consumer interest in gadgets will continue to grow, but most will buy them from informal retailers or second hand

E-commerce will expand but will largely remain limited to lower-value items

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