

## **Convenience Retailers in Nigeria**

Market Direction | 2023-03-15 | 35 pages | Euromonitor

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### **Report description:**

While there was double-digit current value growth in convenience retail, constant value sales growth was much more moderate, as continuing soaring inflation hit consumer purchasing power. That being said, convenience stores performed well in 2022, with further openings. Consumers in 2022 were less likely to make bulk purchases, due to the higher spend and preferred to shop at smaller stores, located in residential areas. This also meant that consumers did have to pay travel costs, as they would...

Euromonitor International's Convenience Retailers 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: Convenience Stores, Forecourt Retailers.

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

### **Why buy this report?**

- \* Get a detailed picture of the Convenience Retailers 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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reliable information resources to help drive informed strategic planning.

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