

Computers and Peripherals in Nigeria

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Despite population growth, computer and peripherals are expected to only register a marginal increase in volume sales in 2023. Continued high inflation, as well as a significant devaluation of the naira, is expected to reduce consumer purchasing power further. In particular, currency devaluation has made imported products such as computers and peripherals even more expensive. As a result, many consumers are expected to look to the second-hand market instead. That being said, laptops are expected...

Euromonitor International's Computers and Peripherals in Nigeria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

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

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals 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.

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Table of Contents:

Computers and Peripherals in Nigeria

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List Of Contents And Tables

COMPUTERS AND PERIPHERALS IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal volume growth, as consumer purchasing power falls further

Hewlett-Packard dominates thanks to its major presence in laptops

Desktops and tablets fare worst

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Continued demise for desktops and tablets

Credit arrangements such as Buy Now Pay Later bolsters volume sales

CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 2 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 5 Sales of Computers by Category: Business Volume 2018-2023

Table 6 Sales of Computers by Category: Business Value MSP 2018-2023

Table 7 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 8 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 10 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 11 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 12 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 13 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 14 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 15 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 16 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 17 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 18 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 19 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

CONSUMER ELECTRONICS IN NIGERIA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 21 Sales of Consumer Electronics by Category: Value 2018-2023

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Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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