

## **Consumer Electronics in Nigeria**

Market Direction | 2023-07-25 | 74 pages | Euromonitor

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### **Report description:**

The picture is expected to be bleak for consumer electronics in 2023, with overall volume sales expected to fall. A new government inherited a sluggish economy, record debt and shrinking oil output, due to creaking infrastructure. On foot of this, the government has implemented some difficult decisions in order to stabilise the economy, including removing trading restrictions on the official currency market, and this has driven the naira to a record low. This significant currency devaluation is...

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

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

- \* Get a detailed picture of the Consumer Electronics 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

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reliable information resources to help drive informed strategic planning.

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Appliance and electronics specialists remain dominant channel

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