

Consumer Electronics in Nigeria

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

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

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

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in Nigeria

Euromonitor International

July 2023

List Of Contents And Tables

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 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

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

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2018-2023
Table 17 Sales of Computers by Category: Business Value MSP 2018-2023
Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023
Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028
Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028
Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028
Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further volume decline in 2023

In-dash media players register volume growth

Demand for in-car navigation remains low as consumers turn to smartphones

PROSPECTS AND OPPORTUNITIES

Moderate growth over the forecast period

Growing ubiquity of smartphones continue to undermine demand for built-in entertainment systems

E-commerce sees continued growth

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Drop in volume sales, as consumers prioritise essentials in light of high inflation

More affordable Chinese brands gain value share

Home cinema and speaker systems fares best

PROSPECTS AND OPPORTUNITIES

Positive outlook over the forecast period

Growing popularity of smartphones weighs heavily on demand for Hi-Fi systems and speakers

Appliance and electronics specialists remain dominant channel

CATEGORY DATA

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant fall in volume sales, as inflation bites

Hisense strongest performer

LCD TVs dominate product area

PROSPECTS AND OPPORTUNITIES

Recovery expected over forecast period

Appliance and electronics specialists remain dominant channel

Entry of more affordable brands and models will help stimulate volume growth

CATEGORY DATA

- Table 53 Sales of Home Video by Category: Volume 2018-2023
- Table 54 Sales of Home Video by Category: Value 2018-2023
- Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 □Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit volume decline for imaging devices.

A reputation for quality and wide distribution underpin Canon's dominance

Digital camcorders fare worst

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period

Potential unit price increases

Appliance and electronics specialists monopolise sales thanks to importance of in-person experience

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023
Table 67 Sales of Imaging Devices by Category: Value 2018-2023
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023
Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023
Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023
Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028
Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth for wireless speakers

Smartphones drive long-term decline for portable media players

Increasing competition sees leading brand Zealot lose value share

PROSPECTS AND OPPORTUNITIES

Young tech-savvy consumers drive volume growth of wireless speakers

Entry of more affordable brands in wireless speakers helps stimulate volume growth

E-readers and portable media players continue decline

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant volume decline for feature phones

Telecommunication players support volume growth of smartphones

Transsion holds on to top spot

PROSPECTS AND OPPORTUNITIES

Double-digit volume growth for smartphones

Diverging sales trends for smartphones and feature phones

Population growth and increased social media use stimulate sales of smartphones

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standout performer in 2023, though from small base

Oraimo gains leading position in 2023, having only launched in 2020

E-commerce dominates distribution thanks to wide product offering and specific customer base

PROSPECTS AND OPPORTUNITIES

Continued healthy performance over forecast period

Wellbeing and convenience remains key drives of value sales

Smart wearables drive volume sales

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds drives overall volume growth in headphones

Oraimo leading player in a highly fragmented landscape

Rapidly changing technology means headphones needs to be upgraded frequently

PROSPECTS AND OPPORTUNITIES

Double-digit volume growth over forecast period

Technological advances drives further volume growth of TWS earbuds

Faster, more reliable internet will facilitate e-commerce growth

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Consumer Electronics in Nigeria

Market Direction | 2023-07-25 | 74 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com