

Mobile Phones in Nigeria

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Overall mobile phones are expected to register volume decline in 2023. Continuing elevated inflation and also a significant devaluation of the naira leads to a significant fall in consumer purchasing power. In particular, currency devaluation has made imported products more expensive. All the same, smartphones are expected to register modest volume growth, though the market is becoming more saturated, with more than half of all mobile phones now being smartphones. On the other hand, feature phon...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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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