

Megatrends in Nigeria

Market Direction | 2023-10-30 | 65 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Nigeria.

Euromonitor's Megatrends in Nigeria report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- * Get a detailed picture of the Megatrends 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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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Convenience
FoodCourt's virtual restaurants offer "limitless convenience on-demand"
Tech is being used to simplify everyday tasks
Consumers want a better work-life balance
Nigerians like to make on-the-spot purchases
Digital living
Revolutionary new ride-sharing app Gab Taxi helps to ensure fairer wages for drivers
Video gaming is a favourite pastime among young Nigerians
Most consumers are protective of their personal data
Generation Z want to preserve their online anonymity
Friends and family remain the most trusted information source
Consumers expect more real-life activity post-pandemic
Diversity and inclusion
Educational aims to create a level playing field in the education sector
Consumers want to change things for the better
Most Nigerians feel comfortable expressing their identity
Experience more
Accelerate TV provides Nigerians with affordable option for home entertainment
Nigerians enjoy socialising both on- and offline
Consumers still more likely to enjoy real world than online experiences
Personalisation
Spotify rolls out its "personalised AI DJ" feature in Nigeria
Millennials are the most enthusiastic about virtual activities
Nigerians enjoy tailored experiences
Premiumisation
International Breweries launches Flying Fish, a premium flavoured lager
Most Nigerians desire a simpler lifestyle
Millennials are the most confident in their long-term investments
Health, quality and comfort are prized attributes
Pursuit of value
Nigeria's leading discounter, Jara, opens its sixth store
Consumers are finding ways to cut costs
Shoppers are worried about the rising cost of living
Nigerians are embracing the circular economy
Consumers seek ways to make their money go further
Shopper reinvented
Shoprite partners with Glovo to provide grocery deliveries within the hour
Nigerians enjoy the shopping experience
S-commerce gains traction as part of the omnichannel experience
Millennials interact most with brands online
Sustainable living
Scrapays' "trash for cash" waste recycling ecosystem continues to grow
Nigerians take a keen interest in the community
Millennials are the most eager to support local stores

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Wellness

NigComHealth allows Nigerians to access professional healthcare services remotely

Nigerians take a keen interest in healthy eating

Leverage the power of megatrends to shape your strategy today

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