

Nigeria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-27 | 34 pages | MarketLine

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Report description:

Nigeria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Consumer Electronics Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The Nigerian consumer electronics market had total revenues of \$4.7 billion in 2022, representing a compound annual growth rate (CAGR) of 3.4% between 2017 and 2022.
- The consumer electronics segment accounted for the market's largest proportion in 2022, with total revenues of \$2 billion, equivalent to 42.3% of the market's overall value.
- According to the Central Bank of Nigeria Economic Report November 2022, the economic outlook is comparatively positive. Consumer confidence and ongoing broad-based policy support the economy, and these factors contributed to growth in the Nigerian consumer electronics market.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

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electronics retail market in Nigeria

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Nigeria
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Nigeria consumer electronics retail market with five year forecasts

Reasons to Buy

- What was the size of the Nigeria consumer electronics retail market by value in 2022?
- What will be the size of the Nigeria consumer electronics retail market in 2027?
- What factors are affecting the strength of competition in the Nigeria consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Nigeria's consumer electronics retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. How is ecommerce affecting competition in this market?

7.3. What has been the most significant partnership/agreement over the last year?

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7.4. How has the Russia-Ukraine conflict affected leading players?

8 Company Profiles

8.1. Jumia Nigeria Limited

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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