

## **Microwaves in Nigeria**

Market Direction | 2024-01-04 | 33 pages | Euromonitor

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### **Report description:**

The demand for microwaves saw a substantial decline in 2023, primarily due to adverse economic conditions that restricted consumer purchasing power and resulted in soaring unit prices. Heightened inflation, triggered by the devaluation of the local currency and escalated fuel costs, prompted consumers to prioritise essential expenditures, thereby causing a significant downturn in the demand for non-essential items such as microwaves. The decline in employment further exacerbated the situation, n...

Euromonitor International's Microwaves in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

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

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

- \* Get a detailed picture of the Microwaves 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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