

## **Direct Selling in Nigeria**

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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### **Report description:**

Direct selling in Nigeria faced challenges in 2023 as the country grappled with high inflation, resulting in decreased purchasing power among consumers. The direct selling model, predominantly conducted through social commerce and word of mouth, saw a decline in retail value sales. In response to rising unemployment, many individuals turned to direct selling as a means of income generation. Brands like GLND capitalised on this trend, recruiting numerous sales representatives who engaged in word-...

Euromonitor International's Direct Selling in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- \* Get a detailed picture of the Direct Selling 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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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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