

## Hypermarkets in Nigeria

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

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### **Report description:**

Following the takeover by Retail Supermarkets Nigeria in 2021, Shoprite embarked on a significant expansion drive, signalling robust growth for hypermarkets in Nigeria in 2023. The opening of new outlets, such as the flagship store in Port-Harcourt, marked a milestone for the brand, expanding its footprint to 25 outlets across the country. This expansion not only enhances accessibility to formal retail for consumers but also presents growth opportunities for the hypermarket channel as a whole. T...

Euromonitor International's Hypermarkets 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.

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

### Why buy this report?

- \* Get a detailed picture of the Hypermarkets 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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Euromonitor International

February 2024

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