

Retail E-Commerce in Nigeria

Market Direction | 2024-02-28 | 37 pages | Euromonitor

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Report description:

In 2023, retail e-commerce in Nigeria experienced significant growth and transformation, driven by various developments and trends that shaped the landscape of online shopping in the country. Online shopping witnessed a surge in popularity among Nigerian consumers, fuelled by factors such as growing internet connectivity and the removal of fuel subsidies. With increased access to smartphones and improved internet infrastructure, more Nigerians embraced the convenience of shopping from the comfort of their homes.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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Table of Contents:

Retail E-Commerce in Nigeria
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List Of Contents And Tables

RETAIL E-COMMERCE IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Online shopping surges in Nigeria amidst growing internet connectivity and fuel subsidy removal

Rising online shopping amidst inflation

Jumia's strategic expansion

PROSPECTS AND OPPORTUNITIES

Glovo Nigeria's digital supermarket

Jumia drives rural e-commerce expansion

Rising above retail challenges

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN NIGERIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retailers adapt to local sourcing and Buy Now Pay Later

Adapting to affordability challenges post-fuel subsidy removal

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 Sales in Retail Offline by Channel: Value 2018-2023

Table 14 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 Retail Offline Outlets by Channel: Units 2018-2023

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 □Retail GBO Company Shares: % Value 2019-2023

Table 32 □Retail GBN Brand Shares: % Value 2020-2023

Table 33 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 42 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 43 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 44 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 46 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 47 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 48 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 49 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 50 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 51 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 52 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 54 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 55 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 56 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 57 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

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Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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