

Consumer Lifestyles in Nigeria

Market Direction | 2024-06-12 | 45 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles in Nigeria report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- * Get a detailed picture of the Consumer Overview 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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Scope

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Consumer landscape in Nigeria 2024

Personal traits and values

Nigerians have strong convictions about the positive impact of their choices and behaviours

Gen Z consumers focused on prioritising time for themselves

Consumers in Nigeria believe society embraces and validates their sense of self

Consumers eager to explore new brands and engage with brands to push innovation

Consumers in Nigeria looking forward to a bright future

Personal traits and values survey highlights

Home life and leisure time

Connecting with family and friends most popular activity while at home

Nigerian consumers enjoy interacting with companions face-to-face

Home life and leisure time survey highlights

Eating and dietary habits

Healthy ingredients are a must in Nigerian cooking and dietary habits

Nigerian households cook and prepare meals on a daily basis

Nigerians willing to spend more on food with higher health and nutritional properties

Eating and dietary habits survey highlights

Working life

Nigerians maintain a stricter boundary between work and personal life than rest of the world

Nigerian consumers desire to be self-employed and be their own boss

Working life survey highlights

Health and wellness

Nigerians seek food with attributes they feel will benefit their health

Millennials most actively using technology to support and track their health habits

Health and wellness survey highlights

Shopping and spending

Nigerian consumers aiming to lead a minimalist lifestyle and only buy what is necessary

Nigerians willing to pay a premium for high quality goods, but will cut costs elsewhere

Easy to understand labels a major preference for Nigerian consumers

Nigerians committed to supporting locally sourced goods from locally owned stores

Millennials actively engaging with companies and brands via social media channels

Nigerian consumers trust recommendations from family and friends the most

Nigerian consumers foresee an increase in spending on education

All generations showing concerns around their current financial position

Shopping and spending survey highlights

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