

## **Consumer Values and Behaviour in Nigeria**

Market Direction | 2024-06-11 | 43 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour 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 Values 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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## Consumer values and behaviour in Nigeria

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

Nigerians believe they can make a positive difference to the world

Nigerian consumers show a strong willingness to experiment with new brands

Millennials are eager to try new offerings and engage with brands to push innovation

Consumers in Nigeria believe the future will be brighter

Millennials are most optimistic that their standard of living will improve

While at home, connecting with friends and family virtually takes precedence

All generations of Nigerian consumers prefer cooking and baking at home

Healthy ingredients are a must in Nigerian cooking and eating habits

Nigerians say they maintain a division between their job and private life, especially millennials

Nigerian consumers prefer connecting with friends through digital means

Socialising online and face to face are important for all generations in Nigeria

Nigerians try to have a positive impact on the environment through their everyday actions

Nigerians are willing to pay a premium for higher quality items, but are cutting costs elsewhere

Older generations like to buy fewer items, but of higher quality

Easy to understand labels are a major preference for Nigerian consumers

Both millennials and baby boomers study product labels intently

Spending on education is to remain a priority in the future

Gen Z are expecting to spend more to maintain their image and style

Nigerians express worry over their present economic state, far above the global average

Millennials are in a position to regularly set aside a portion of their earnings

Younger generations expect to increase money saving

Nigerian consumers strongly believe in actively managing their personal data

Both Gen Z and baby boomers actively manage their data and privacy settings

Nigerian consumers utilise a range of messaging or communication apps

Gen Z are less likely to actively view and manage their bank accounts and services

Younger generations are most active in purchasing goods and services online

Nigerians are much more likely to interact with companies via social media platforms

Millennials are most active in all levels of online interactions with companies

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