

Consumer Electronics in Nigeria

Market Direction | 2024-07-31 | 71 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

Consumer electronics in Nigeria have been negatively impacted in 2024 due to economic challenges affecting consumers' purchasing power. High inflation has led consumers to shift towards more affordable goods, while some have extended the replacement cycle of non-essential electronics. Additionally, rising prices due to foreign exchange volatility and high import duties on electronics products have resulted in double-digit sales value growth in current terms. However, sales in volume terms are ex...

Euromonitor International's Consumer Electronics in Nigeria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Table of Contents:

Consumer Electronics in Nigeria

Euromonitor International

July 2024

List Of Contents And Tables

CONSUMER ELECTRONICS IN NIGERIA

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prolonged replacement cycles due to economic pressures

Business and private demand drive sales

Hewlett-Packard's leadership and product visibility

PROSPECTS AND OPPORTUNITIES

Consistent growth of laptops expected

Rising interest in gaming fuels monitor sales

Smartphone innovation to impact tablet sales

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2019-2024
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024
Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029
Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029
Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in in-car navigation due to multifunctional devices
Impact of rising costs on in-car speaker sales
Established brands lose market share to cheaper alternatives

PROSPECTS AND OPPORTUNITIES

In-dash media players: A beacon in a declining market
Rising used car sales to boost in-car entertainment demand
Continued decline of in-car navigation systems

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024
Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024
Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS
Inflationary pressures affect home audio and cinema systems
LG maintains leadership amidst challenges

Technological advancements influence consumer preferences

PROSPECTS AND OPPORTUNITIES

Overall decline expected in home audio and cinema
Emergence of cheaper alternative brands
In-store retail dominance to continue

CATEGORY DATA

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024
- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic and geo-political pressures dampen growth in home video

Hisense leads with affordable televisions

Decline of video players due to changing consumer preferences

PROSPECTS AND OPPORTUNITIES

Strong growth predicted for LCD TVs

Highly competitive environment driven by AI innovations

Rising popularity of OLED TVs

CATEGORY DATA

- Table 53 Sales of Home Video by Category: Volume 2019-2024
- Table 54 Sales of Home Video by Category: Value 2019-2024
- Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases leading to decline in demand for imaging devices

Canon and Nikon lead due to quality and affordability

Increased smartphone penetration negatively impacts imaging devices

PROSPECTS AND OPPORTUNITIES

Continued decline of digital cameras expected

Canon and Nikon to maintain dominance

E-commerce to boost sales for less established brands

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024
Table 67 Sales of Imaging Devices by Category: Value 2019-2024
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024
Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024
Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024
Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029
Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inconsistent power supply drives growth of portable players

Brands offering products at different price points fare well

Growing young population drives growth of wireless speakers

PROSPECTS AND OPPORTUNITIES

Social gatherings expected to increase demand for wireless speakers

Increased smartphone and wireless speaker penetration will lead to decline of other portable devices

Generic Chinese brands expected to drive future growth

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024
Table 78 Sales of Portable Players by Category: Value 2019-2024
Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024
Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024
Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024
Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024
Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024
Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029
Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smartphones remain popular for both personal and business functions

Inflationary pressures increase promotional activities within smartphones

Transsion Holdings dominates mobile phones

PROSPECTS AND OPPORTUNITIES

Smartphones will continue to take over from feature phones

Smartphones with AI and 5G capabilities will continue to grow in the future

E-commerce will continue to be an important channel for smartphones

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024
Table 89 Sales of Mobile Phones by Category: Value 2019-2024
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness continue to boost demand for wearables

Oraimo leads wearables electronics

E-commerce dominates distribution thanks to wide product offering and specific customer base

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to drive sales

Cheaper alternative brands will continue to penetrate wearable electronics

E-commerce channel will prove important for the growth of wearables

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024

Table 102 Sales of Wearable Electronics by Category: Value 2019-2024

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift to mass headphone brands as purchasing power decreases

Oraimo leads headphones due to competitive prices

Celebrity brand ambassadors help drive growth of headphones

PROSPECTS AND OPPORTUNITIES

The increased use of gyms and fitness centres will boost demand for headphones

E-commerce and social media will help drive sales within headphones

TWS earbuds expected to drive growth within the category

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024

Table 113 Sales of Headphones by Category: Value 2019-2024

Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024

Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Electronics in Nigeria

Market Direction | 2024-07-31 | 71 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com