

## **Home Video in Nigeria**

Market Direction | 2024-07-31 | 18 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Retail volume sales of home video in Nigeria look set to record a decline in 2024. The growth of televisions in Nigeria is significantly dampened by high inflation and a scarcity of foreign exchange. These economic challenges have resulted in increased prices for LCD TVs, compounded by supply chain disruptions due to the Israel-Hamas war and issues with piracy affecting imported goods. Consequently, consumers are prioritising their spending on essentials, leading to an extended replacement cycle...

Euromonitor International's Home Video 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: Televisions, Video Players.

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

Why buy this report?

- \* Get a detailed picture of the Home Video 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Home Video in Nigeria  
Euromonitor International  
July 2024

List Of Contents And Tables

**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 1 Sales of Home Video by Category: Volume 2019-2024

Table 2 Sales of Home Video by Category: Value 2019-2024

Table 3 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 4 Sales of Home Video by Category: % Value Growth 2019-2024

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 6 NBO Company Shares of Home Video: % Volume 2020-2024

Table 7 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 8 Distribution of Home Video by Channel: % Volume 2019-2024

Table 9 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 10 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

**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 14 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Home Video in Nigeria

Market Direction | 2024-07-31 | 18 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2026-02-09"/>
		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