

Home Video in Nigeria

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

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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

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reliable information resources to help drive informed strategic planning.

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