

Imaging Devices in Nigeria

Market Direction | 2024-07-31 | 16 pages | Euromonitor

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Report description:

In 2024, the high cost of living and inflationary pressures are significantly impacting the demand for imaging devices in Nigeria. The steep rise in prices has led to a strong decline in the sales of imaging devices, as consumers' purchasing power has been eroded. Even professional photographers are finding it difficult to acquire digital cameras and have resorted to renting cameras for their shoots. The overall economic climate has thus been unfavourable for the product area, contributing to a...

Euromonitor International's Imaging Devices 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: Digital Camcorders, Digital Cameras.

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

Why buy this report?

- * Get a detailed picture of the Imaging Devices 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.

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Table of Contents:

Imaging Devices in Nigeria

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List Of Contents And Tables

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 1 Sales of Imaging Devices by Category: Volume 2019-2024

Table 2 Sales of Imaging Devices by Category: Value 2019-2024

Table 3 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 4 Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 6 LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 7 Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 9 Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 10 Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Imaging Devices by Category: % Value Growth 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 12 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

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

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

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

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

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SOURCES

Summary 1 Research Sources

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