

Mobile Phones in Nigeria

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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Report description:

In 2024, mobile phones in Nigeria is set to record a decline in retail volume sales, with the exception of smartphones. Smartphones continue to be a vital component of consumer electronics in Nigeria, serving as crucial tools for communication, business promotion, and social interaction. Their role in advertising for micro, small, and medium enterprises is significant, with platforms like Instagram, Facebook, and WhatsApp enabling direct engagement with customers. Despite economic hardships affecting...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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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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

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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

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