

Consumer Appliances in Nigeria

Market Direction | 2024-12-17 | 108 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 appliances witnessed a second year of decline in volume sales over 2024, as soaring inflation and currency devaluation in Nigeria reduced consumer purchasing power. In this climate, consumers focused on buying essential appliances and products that are deemed more affordable. Whilst the pursuit of healthier lifestyles has underpinned purchases among some middle- and high-income consumers, budget constraints have weakened the impact of this trend. Some appliances that consumers consider...

Euromonitor International's Consumer Appliances in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 Appliances 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Consumer Appliances in Nigeria
Euromonitor International
December 2024

List Of Contents And Tables

CONSUMER APPLIANCES IN NIGERIA

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024
Table 4 Sales of Consumer Appliances by Category: Value 2019-2024
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 11 □Sales of Small Appliances by Category: Volume 2019-2024
Table 12 □Sales of Small Appliances by Category: Value 2019-2024
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024
Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 31 □Forecast Sales of Small Appliances by Category: % Volume 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

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Freezers record marginal growth in an inflationary environment

Freezers prove essential to reducing food waste and costs

Hisense continues to lead in refrigeration appliances

PROSPECTS AND OPPORTUNITIES

Refrigeration appliances are expected to enjoy steady growth

Energy efficient appliances to capture consumer interest

Retail e-commerce to witness strong growth

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Handwashing remains prominent in Nigeria

Poor power supply and energy price hikes curtail interest in home laundry appliances

Hisense leads due to its relative affordability compared to other brands

PROSPECTS AND OPPORTUNITIES

Positive growth ahead due to better economic conditions

Property development across Nigeria will boost sales of built-in appliances

Younger generations and urban living to provide growth stimulus

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

DISHWASHERS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashers remain a luxury for most Nigerians

LG leads in dishwashers due to strong preference among wealthier consumers

E-commerce builds on its high volume share

PROSPECTS AND OPPORTUNITIES

Lifestyle trends and the younger generation drive growth

The construction of new homes will increase household penetration

E-commerce to remain a prominent channel

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024

Table 72 Sales of Dishwashers by Category: Value 2019-2024

Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024

Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024

Table 75 Sales of Dishwashers by Format: % Volume 2019-2024

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024

Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024

Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024

Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024

Table 80 Production of Dishwashers: Total Volume 2019-2024

Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029

Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressures hinder the growth of large cooking appliances

Scanfrost leads in large cooking appliances

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Freestanding hobs are preferred option as consumers seek affordable options

PROSPECTS AND OPPORTUNITIES

Moderate growth to be driven by urbanisation and women entering the workforce

Retail e-commerce to boost sales and growth moving forward

Home ownership and technological advancements will drive category sales

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwave use rises amid rising household costs and scarcity of cooking gas

Microwaves help to reduce food waste and economise

Higher need for microwaves in schools and offices

PROSPECTS AND OPPORTUNITIES

Increasing need for microwaves within offices and schools will drive growth in the future

New features such as smart technology will gain popularity

Higher disposable income and convenience foods will fuel demand for microwaves

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 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 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness boosts demand for some food preparation appliances

Digital advertising is helping spread awareness of food preparation appliances

Established brands continue to lead the category

PROSPECTS AND OPPORTUNITIES

Stronger economy and rising minimum wage is set to bolster sales

New brands to launch in the forecast period

Health and wellness trend to boost sales

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Freestanding hobs stimulate sales as overall category faces decline

Air fryers enjoy growth as consumers embrace healthier cooking methods

Consumers seek cheaper alternatives in hard times

PROSPECTS AND OPPORTUNITIES

Economic recovery set to bolster sales of small cooking appliances

Healthier lifestyles and cooking at home trend is set to boost demand

E-commerce to gain popularity amongst younger generations

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

VACUUM CLEANERS IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vacuum cleaners are considered a luxury product in Nigeria

Panasonic and LG lead in standard vacuum cleaners

Penetration rate remains low in vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Economic recovery and more competition will drive consumer interest

Vacuum cleaners are expected to gain popularity

E-commerce channel to boost sales moving forward

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

High cost of living drives shift to alternative personal care methods

Hair care appliances weakened by harsh economic conditions

Import restrictions dampens volume sales

PROSPECTS AND OPPORTUNITIES

Rising female workforce to stimulate growth

Younger generations to support category performance

E-commerce will continue to grow and boost sales of personal care appliances

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 165	□Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
Table 166	□Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029
AIR TREATMENT PRODUCTS IN NIGERIA	
KEY DATA FINDINGS	
2024 DEVELOPMENTS	
Harsh weather conditions reduce demand for cooling products	
Air coolers and portable room air conditioners are deemed non-essential	
Value brands drive volume growth within air treatment products	
PROSPECTS AND OPPORTUNITIES	
Changes in weather patterns and economic recovery will drive growth	
Increase in electricity prices will boost demand for energy efficient products	
Appliance and electronics specialists to remain prominent channel	
CATEGORY DATA	
Table 167	Sales of Air Treatment Products by Category: Volume 2019-2024
Table 168	Sales of Air Treatment Products by Category: Value 2019-2024
Table 169	Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
Table 170	Sales of Air Treatment Products by Category: % Value Growth 2019-2024
Table 171	Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
Table 172	NBO Company Shares of Air Treatment Products: % Volume 2020-2024
Table 173	LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
Table 174	Distribution of Air Treatment Products by Format: % Volume 2019-2024
Table 175	Production of Air Conditioners: Total Volume 2019-2024
Table 176	□Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
Table 177	□Forecast Sales of Air Treatment Products by Category: Value 2024-2029
Table 178	□Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
Table 179	□Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Nigeria

Market Direction | 2024-12-17 | 108 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	2026-02-08
		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