

Consumer Appliances in Nigeria

Market Direction | 2024-12-17 | 108 pages | Euromonitor

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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

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Euromonitor International

December 2024

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