

Refrigeration Appliances in Nigeria

Market Direction | 2024-12-17 | 38 pages | Euromonitor

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Report description:

Despite rising average prices in 2024, consumers continued to purchase refrigeration appliances in Nigeria. Essential items such as freezers proved popular due to economic uncertainty and fear that prices will continue to increase. With high costs of living still plaguing consumers and limiting disposable income, consumers chose to buy now to get more value for their money. There was also financial support from some provincial governments, which helped consumers to purchase freezers and ease cos...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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