

**Nigeria Social Commerce Market Intelligence and Future Growth Dynamics Databook
- 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational KPIs, Retail
Product Dynamics, and Consumer Demographics - Q1 2024 Update**

Market Report | 2024-02-05 | 70 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$1500.00
- Multi User Price \$1700.00
- Enterprise User Price \$1900.00

Report description:

This report provides in-depth, data-centric analysis of social commerce in Nigeria. Below is a summary of key market segments:

Nigeria Ecommerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators, 2020-2029

Nigeria Social Commerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators, 2020-2029

- Nigeria Social Commerce Industry Market Size and Forecast by Retail Product Categories, 2020-2029

- ☐--Clothing & Footwear
- ☐--Beauty and Personal Care
- ☐--Food & Grocery
- ☐--Appliances and Electronics
- ☐--Home Improvement
- ☐--Travel
- Hospitality

- Nigeria Social Commerce Industry Market Size and Forecast by End Use Consumer Segment, 2020-2029

- ☐--B2B
- ☐--B2C
- ☐--C2C

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Nigeria Social Commerce Industry Market Size and Forecast by End Use Device, 2020-2029

☐--Mobile

☐--Desktop

- Nigeria Social Commerce Industry Market Size and Forecast by Location, 2020-2029

☐--Domestic

☐--Cross Border

- Nigeria Social Commerce Industry Market Size and Forecast by Location, 2020-2029

☐--Tier-1 Cities

☐--Tier-2 Cities

☐--Tier-3 Cities

- Nigeria Social Commerce Industry Market Size and Forecast by Payment Method, 2020-2029

☐--Credit Card

☐--Debit Card

☐--Bank Transfer

☐--Prepaid Card

☐--Digital & Mobile Wallet

☐--Other Digital Payment

☐--Cash

- Nigeria Social Commerce Industry Market Size and Forecast by Platforms

--Video Commerce

--Social Network-Led Commerce

--Social Reselling

--Group Buying

--Product Review Platforms

- Nigeria Social Commerce Industry Market Size and Forecast by Consumer Demographics & Behaviour,2023

☐--By Age

☐--By Income Level

☐--By Gender

Table of Contents:

1. About this Report

1.1. Summary

1.2. Methodology

1.3. Social Commerce Definitions

1.4. Disclaimer

2. Nigeria Ecommerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators

2.1. Nigeria Ecommerce - Gross Merchandise Value Trend Analysis, 2020-2029

2.2. Nigeria Ecommerce - Average Value Per Transaction Trend Analysis, 2020-2029

2.3. Nigeria Ecommerce - Transaction Volume Trend Analysis, 2020-2029

3. Nigeria Social Commerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 3.1. Nigeria Social Commerce - Gross Merchandise Value Trend Analysis, 2020-2029
- 3.2. Nigeria Social Commerce - Average Value Per Transaction Trend Analysis, 2020-2029
- 3.3. Nigeria Social Commerce - Transaction Volume Trend Analysis, 2020-2029
- 3.4. Nigeria Social Commerce Market Share Analysis by Key Players, 2023

4. Nigeria Social Commerce Industry Market Size and Forecast by Location
 - 4.1. Nigeria Social Commerce Market Share by Location (%), 2023
 - 4.2. Nigeria Social Commerce by Cross Border - Gross Merchandise Value Trend Analysis, 2020-2029
 - 4.3. Nigeria Social Commerce by Domestic - Gross Merchandise Value Trend Analysis, 2020-2029

5. Nigeria Social Commerce Industry Market Size and Forecast by Product Categories
 - 5.1. Nigeria Social Commerce Market Share by Product Categories (%), 2023
 - 5.2. Nigeria Social Commerce Clothing & Footwear - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.3. Nigeria Social Commerce Beauty and Personal Care - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.4. Nigeria Social Commerce Food & Grocery - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.5. Nigeria Social Commerce Appliances and Electronics - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.6. Nigeria Social Commerce Home Improvement - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.7. Nigeria Social Commerce Travel - Gross Merchandise Value Trend Analysis, 2020-2029
 - 5.8. Nigeria Social Commerce Accommodation - Gross Merchandise Value Trend Analysis, 2020-2029

6. Nigeria Social Commerce Industry Market Size and Forecast by End Use Consumer Segment
 - 6.1. Nigeria Social Commerce Market Share by End Use Segment (%), 2023
 - 6.2. Nigeria Social Commerce B2C Segment - Gross Merchandise Value Trend Analysis, 2020-2029
 - 6.3. Nigeria Social Commerce B2B Segment - Gross Merchandise Value Trend Analysis, 2020-2029
 - 6.4. Nigeria Social Commerce C2C Segment - Gross Merchandise Value Trend Analysis, 2020-2029

7. Nigeria Social Commerce Industry Market Size and Forecast by End Use Device
 - 7.1. Nigeria Social Commerce Market Share by End Use Device (%), 2023
 - 7.2. Nigeria Social Commerce by Mobile - Gross Merchandise Value Trend Analysis, 2020-2029
 - 7.3. Nigeria Social Commerce by Desktop - Gross Merchandise Value Trend Analysis, 2020-2029

8. Nigeria Social Commerce Industry Market Size and Forecast by Cities
 - 8.1. Nigeria Social Commerce Market Share by Cities (%), 2023
 - 8.2. Nigeria Social Commerce by Tier-1 Cities - Gross Merchandise Value Trend Analysis, 2020-2029
 - 8.3. Nigeria Social Commerce by Tier-2 Cities - Gross Merchandise Value Trend Analysis, 2020-2029
 - 8.4. Nigeria Social Commerce by Tier-3 Cities - Gross Merchandise Value Trend Analysis, 2020-2029

9. Nigeria Social Commerce Industry Market Size and Forecast by Payment Method
 - 9.1. Nigeria Social Commerce Market Share by Payment Method (%), 2023
 - 9.2. Nigeria Social Commerce Payment by Credit Card - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.3. Nigeria Social Commerce Payment by Debit Card - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.4. Nigeria Social Commerce Payment by Bank Transfer - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.5. Nigeria Social Commerce Payment by Prepaid Card - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.6. Nigeria Social Commerce Payment by Digital & Mobile Wallet - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.7. Nigeria Social Commerce Payment by Other Digital Payment - Gross Merchandise Value Trend Analysis, 2020-2029
 - 9.8. Nigeria Social Commerce Payment by Cash - Gross Merchandise Value Trend Analysis, 2020-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

10. Nigeria Social Commerce Industry Market Size and Forecast by Platforms
 - 10.1. Nigeria Social Commerce Market Share by Platforms Method (%), 2023
 - 10.2. Nigeria Social Commerce Platforms by Video Commerce (Live Stream + Prerecorded) - Gross Merchandise Value Trend Analysis, 2020-2029
 - 10.3. Nigeria Social Commerce Platforms by Social Network-Led Commerce - Gross Merchandise Value Trend Analysis, 2020-2029
 - 10.4. Nigeria Social Commerce Platforms by Social Reselling - Gross Merchandise Value Trend Analysis, 2020-2029
 - 10.5. Nigeria Social Commerce Platforms by Group Buying - Gross Merchandise Value Trend Analysis, 2020-2029
 - 10.6. Nigeria Social Commerce Platforms by Product Review Platforms - Gross Merchandise Value Trend Analysis, 2020-2029

11. Nigeria Social Commerce Industry Market Size and Forecast by Contents
 - 11.1. Nigeria Social Commerce Market Share by Contents (%), 2023
 - 11.2. Nigeria Social Commerce Contents by Live Streamers - Gross Merchandise Value Trend Analysis, 2020-2029
 - 11.3. Nigeria Social Commerce Contents by Gaming Streamers - Gross Merchandise Value Trend Analysis, 2020-2029
 - 11.4. Nigeria Social Commerce Contents by Reels - Gross Merchandise Value Trend Analysis, 2020-2029
 - 11.5. Nigeria Social Commerce Contents by Influencers - Gross Merchandise Value Trend Analysis, 2020-2029
 - 11.6. Nigeria Social Commerce Contents by Stories - Gross Merchandise Value Trend Analysis, 2020-2029

12. Nigeria Social Commerce Industry Market Size and Forecast by Consumer Demographics & Behaviour
 - 12.1. Nigeria Social Commerce Spend Share by Age Group, 2023
 - 12.2. Nigeria Social Commerce by Age Group - Gen Z (15-27) - Gross Merchandise Value Trend Analysis, 2020-2029
 - 12.3. Nigeria Social Commerce by Age Group - Millennials (28-44) - Gross Merchandise Value Trend Analysis, 2020-2029
 - 12.4. Nigeria Social Commerce by Age Group - Gen X (45 - 60) - Gross Merchandise Value Trend Analysis, 2020-2029
 - 12.5. Nigeria Social Commerce by Age Group - Baby Boomers (60+) - Gross Merchandise Value Trend Analysis, 2020-2029
 - 12.6. Nigeria Social Commerce Share by Income Level, 2023
 - 12.7. Nigeria Social Commerce Share by Gender, 2023

13. Further Reading
 - 13.1. About PayNXT360
 - 13.2. Related Research

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

**Nigeria Social Commerce Market Intelligence and Future Growth Dynamics Databook
- 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational KPIs, Retail
Product Dynamics, and Consumer Demographics - Q1 2024 Update**

Market Report | 2024-02-05 | 70 pages | PayNxt360

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 Price	\$1500.00
	Multi User Price	\$1700.00
	Enterprise User Price	\$1900.00
		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	<input type="text" value="2026-03-03"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Signature

An empty rectangular box with a thin black border, intended for a signature.