

Nigeria Ecommerce Market Opportunities Databook - 100+ KPIs on Ecommerce Verticals (Shopping, Travel, Food Service, Media & Entertainment, Technology), Market Share by Key Players, Sales Channel Analysis, Payment Instrument, Consumer Demographics - Q1 2024 Update

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AVAILABLE LICENSES:

- Single User Price \$1900.00
- Multi User Price \$2100.00
- Enterprise User Price \$2300.00

Report description:

This report provides a detailed data-driven look at the Nigeria Ecommerce industry, covering various segments and highlighting areas of interest across the verticals in the industry. In addition, it provides a comprehensive understanding of market dynamics and future forecast.

Nigeria Ecommerce Market Size and Future Growth Dynamics

- Gross Merchandise Value Trend Analysis
- Average Value Per Transaction Trend Analysis
- Gross Merchandise Volume Trend Analysis

Nigeria User Statistics and Ratios of Key Performance Indicators

- User Statistics
- Card Abandonment Rate and Product Return Rate
- Ecommerce Per Capita and GDP Per Capita
- GDP Per Capita Trend Analysis

Nigeria Ecommerce Market Share by Key Players

- Nigeria Retail Shopping Ecommerce Market Share by Key Players (Amazon, Coles, Kmart, Myer, Woolworths)
- Nigeria Travel Ecommerce Market Share by Key Players (Expedia, Lux Group, Shebah, Uber Taxi, Webjet)

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- Nigeria Food Service Ecommerce Market Share by Key Players (Deliveroo, Doordash, Menulog, OpenTable, Uber Eats)

Nigeria Ecommerce Market Size and Forecast by Ecommerce Segments (Gross Merchandise Value Trend Analysis)

- Retail Shopping (breakdown by clothing, footwear & accessories, health, beauty and personal care, food & beverage, appliances and electronics, home improvement, books, music & video, toys & hobby, auto)
- Travel and Hospitality (breakdown by air travel, train & bus, taxi service, hotels & resorts)
- Online Food Service (breakdown by aggregators, direct to consumer)
- Media and Entertainment (breakdown by streaming services, movies & events, theme parks & gaming)
- Healthcare and Wellness
- Technology Products and Services
- Other segments

Nigeria Ecommerce Market Size and Forecast by Retail Shopping Sales Channel

- Platform to Consumer
- Direct to Consumer
- Consumer to Consumer

Nigeria Ecommerce Market Share by Travel and Hospitality Sales Channel

- Market Share by Travel and Hospitality Sales Channel
- Aggregator App - Gross Merchandise Value Trend Analysis
- Direct to Consumer - Gross Merchandise Value Trend Analysis

Nigeria Ecommerce Market Size and Forecast by Online Food Service Sales Channel

- Aggregator App
- Direct to Consumer

Nigeria Ecommerce Market Size and Forecast by Engagement Model (Gross Merchandise Value Trend Analysis, 2019-2028)

- Website Based
- Live Streaming

Nigeria Ecommerce Market Size and Forecast by Location (Gross Merchandise Value Trend Analysis)

- Cross Border
- Domestic

Nigeria Ecommerce Market Size and Forecast by Device (Gross Merchandise Value Trend Analysis)

- Mobile
- Desktop

Nigeria Ecommerce Market Size and Forecast by Operating System

- iOS/macOS
- Android
- Other Operating Systems

Nigeria Ecommerce Market Size and Forecast by City

- Tier 1
- Tier 2
- Tier 3

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Nigeria Ecommerce Market Size and Forecast by Payment Instrument (Gross Merchandise Value Trend Analysis, 2019-2028)

- Credit Card
- Debit Card
- Bank Transfer
- Prepaid Card
- Digital & Mobile Wallet
- Cash
- Other Digital Payment

Nigeria Ecommerce Consumer Demographics

- Market Share by Age Group
- Market Share by Income Level
- Market Share by Gender

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