



Mobile Phones in Nigeria

July 2024

Table of Contents

Mobile Phones in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smartphones remain popular for both personal and business functions
Inflationary pressures increase promotional activities within smartphones
Transsion Holdings dominates mobile phones

PROSPECTS AND OPPORTUNITIES

Smartphones will continue to take over from feature phones
Smartphones with AI and 5G capabilities will continue to grow in the future
E-commerce will continue to be an important channel for smartphones

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2019-2024
Table 2 - Sales of Mobile Phones by Category: Value 2019-2024
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 8 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 10 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Consumer Electronics in Nigeria - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024
Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-nigeria/report.