



Appliances and Electronics Specialists in Nigeria

February 2024

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Appliances and Electronics Specialists in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer priorities shift amidst economic strain: Electronics and appliance sales decline as focus turns to essentials and affordable brands

Fouani Stores thrives, expanding outlets

Strategic partnerships and promotions fuel growth for electronics retailers amid economic challenges

PROSPECTS AND OPPORTUNITIES

Fouani Group expands with spacious outlets, offering diverse electronics and appliance choices for every budget

Electronics and appliances specialists poised for rebound with affordable brands and technological advancements

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