



Consumer Electronics in Nigeria

July 2024

Table of Contents

EXECUTIVE SUMMARY

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

MARKET DATA

- Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prolonged replacement cycles due to economic pressures
Business and private demand drive sales
Hewlett-Packard's leadership and product visibility

PROSPECTS AND OPPORTUNITIES

Consistent growth of laptops expected
Rising interest in gaming fuels monitor sales
Smartphone innovation to impact tablet sales

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 - Sales of Computers by Category: Business Volume 2019-2024
- Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

[In-Car Entertainment in Nigeria](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Decline in in-car navigation due to multifunctional devices
- Impact of rising costs on in-car speaker sales
- Established brands lose market share to cheaper alternatives

PROSPECTS AND OPPORTUNITIES

- In-dash media players: A beacon in a declining market
- Rising used car sales to boost in-car entertainment demand
- Continued decline of in-car navigation systems

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024

Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

[Home Audio and Cinema in Nigeria](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary pressures affect home audio and cinema systems
- LG maintains leadership amidst challenges
- Technological advancements influence consumer preferences

PROSPECTS AND OPPORTUNITIES

- Overall decline expected in home audio and cinema
- Emergence of cheaper alternative brands
- In-store retail dominance to continue

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic and geo-political pressures dampen growth in home video
- Hisense leads with affordable televisions
- Decline of video players due to changing consumer preferences

PROSPECTS AND OPPORTUNITIES

- Strong growth predicted for LCD TVs
- Highly competitive environment driven by AI innovations
- Rising popularity of OLED TVs

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2019-2024

Table 54 - Sales of Home Video by Category: Value 2019-2024

Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift to mass headphone brands as purchasing power decreases
- Oraimo leads headphones due to competitive prices
- Celebrity brand ambassadors help drive growth of headphones

PROSPECTS AND OPPORTUNITIES

- The increased use of gyms and fitness centres will boost demand for headphones
- E-commerce and social media will help drive sales within headphones
- TWS earbuds expected to drive growth within the category

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024

Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024

Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024

Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024

Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024

Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024

Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029

Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price increases leading to decline in demand for imaging devices
- Canon and Nikon lead due to quality and affordability
- Increased smartphone penetration negatively impacts imaging devices

PROSPECTS AND OPPORTUNITIES

- Continued decline of digital cameras expected
- Canon and Nikon to maintain dominance
- E-commerce to boost sales for less established brands

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 78 - Sales of Imaging Devices by Category: Value 2019-2024

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in Nigeria

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 88 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Portable Players in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inconsistent power supply drives growth of portable players
Brands offering products at different price points fare well
Growing young population drives growth of wireless speakers

PROSPECTS AND OPPORTUNITIES

Social gatherings expected to increase demand for wireless speakers
Increased smartphone and wireless speaker penetration will lead to decline of other portable devices
Generic Chinese brands expected to drive future growth

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024
Table 102 - Sales of Portable Players by Category: Value 2019-2024
Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness continue to boost demand for wearables
Oraimo leads wearables electronics
E-commerce dominates distribution thanks to wide product offering and specific customer base

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to drive sales
Cheaper alternative brands will continue to penetrate wearable electronics
E-commerce channel will prove important for the growth of wearables

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

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/consumer-electronics-in-nigeria/report.