



Euromonitor
International

Appliances and Electronics Specialists in Nigeria

July 2026

Table of Contents

[Appliances and Electronics Specialists in Nigeria - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Appliances and Electronics Specialists Drive Growth through Credit and Digital Innovation

Chart 2 - Slot Systems Ltd Partners with Fintech Company Klump to Offer Its Buy Now, Pay Later Credit Scheme

Abaaly and Qshop Empower Independents through Integrated Social Commerce

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Appliances and Electronics Specialists Is Poised for Sustained Growth Amid Rising Consumer Confidence

Omni-Channel Strategies and Youth Demand Is Set to Reshape Sales Dynamics

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Slot Systems Ltd Expands Its Product Range to Strengthen Its Lead as Independents Persist

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Appliances and Electronics Specialists

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Appliances and Electronics Specialists

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Nigeria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Modernisation Accelerates through Discount Expansion and Service-Led Innovation

Small Local Grocers Sustain Leadership as Shoppers Continue to Prioritise Proximity

Discounters Surge as Bokku! Sets New Benchmark for Value Retailing

Chart 14 - Bokku! Opens over 60 New Outlets in 2025 While It Increases Its In-Store Promotions

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Retail Growth Will Be Driven by Urbanisation and Rising Formalisation in Nigeria

Chart 17 - Analyst Insight for Retail

Sales Will Be Supported by Retail E-Commerce and Rising Discounter Formats

Digitalisation and Omnichannel Integration Are Set to Reshape Retail in Nigeria

Chart 18 - Mobile Checkout Jumpnpass Surpasses One Million Transactions in 2025

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Steady Consolidation as Leading Retailers Drive Value Gains through Innovation and Expansion

Digital Innovation and Social Commerce Reshape the Competitive Landscape in Nigeria

Chart 21 - Nigerian Brand Auqli Launches Its Live Shopping Platform for Social Media

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 24 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail

Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/appliances-and-electronics-specialists-in-nigeria/report.