



# Air Conditioners in Nigeria

February 2026

Table of Contents

## Air Conditioners in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy efficiency and direct retail drive growth amid economic headwinds

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Price adjustments and weather conditions stimulate volume growth

Direct retail and regulatory changes support market expansion

Chart 2 - Hisense Direct Retail Model Offers Genuine Products with Professional Advice

#### WHAT'S NEXT?

Energy efficiency innovations expected to reduce consumption costs

Chart 3 - Midea Inverter Air Conditioner Claims 70% Energy Savings

Local production to advance sustainability credentials

Chart 4 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Hisense consolidates leadership through affordability and service

Chart 5 - Free Kits and Aftersales Service Reduce Consumer Concerns About Repair Costs

#### CHANNELS

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Affordability and energy efficiency drive volume rebound as consumer appliances reverses decline

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Urban expansion and weather conditions reverse volume decline

Convenience and customisation address busy lifestyles

Chart 7 - Lifestyle Convenience Drives Adoption of Appliances like LG's MoodUP Model

Affordability shapes purchasing decisions among price-sensitive population

Chart 8 - Analyst Insight

#### WHAT'S NEXT?

Energy efficiency and government policy to shape product innovation

Chart 9 - Somotex Launches Environmentally-Friendly Air Conditioner Using R-32 Refrigerant

Economic recovery and housing developments will support uptake

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Value positioning reshapes competitive dynamics

Chart 11 - Hisense Launches Affordable and Durable Appliances Strategy for Nigeria

Quality and service differentiate mid-tier positioning

#### CHANNELS

Retail offline maintains dominance through specialist stores

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Nigeria 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Nigeria 2025

Chart 15 - Consumer Landscape in Nigeria 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research 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/air-conditioners-in-nigeria/report](http://www.euromonitor.com/air-conditioners-in-nigeria/report).