

Portable Players in Nigeria

July 2023

Table of Contents

Portable Players in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth for wireless speakers

Smartphones drive long-term decline for portable media players

Increasing competition sees leading brand Zealot lose value share

PROSPECTS AND OPPORTUNITIES

Young tech-savvy consumers drive volume growth of wireless speakers

Entry of more affordable brands in wireless speakers helps stimulate volume growth

E-readers and portable media players continue decline

CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2018-2023

Table 2 - Sales of Portable Players by Category: Value 2018-2023

Table 3 - Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 4 - Sales of Portable Players by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Portable Players: % Volume 2019-2023

Table 6 - LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 7 - Distribution of Portable Players by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 9 - Forecast Sales of Portable Players by Category: Value 2023-2028

Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Consumer Electronics in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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/portable-players-in-nigeria/report.