

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

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