

# Small Local Grocers in Nigeria

February 2024

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## Small Local Grocers in Nigeria - Category analysis

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#### 2023 DEVELOPMENTS

Proximity, credit options, and bargaining power drive rapid growth

Thriving amid economic downturn

Driving sales growth through demand for smaller pack sizes

#### PROSPECTS AND OPPORTUNITIES

Local grocers thrive as cornerstones of community commerce despite modern retail competition

Small local grocers embrace digital payments for improved financial management

Local grocers flourish as unemployed individuals embrace low-cost start-ups and innovate retail formats

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