

Households: Nigeria

August 2023

Table of Contents

HEADLINES

PROSPECTS

Number of households to continue growing as population is rapidly expanding
Income disparities between urban and rural regions are poised to narrow down
Single-parent families are set to experience the fastest growth of total spending
Low water and electricity penetration continue to pose challenges for households
Nigeria has poorly developed ICT market, yet digital penetration is rising
The construction market is set to fall behind housing demand, worsening the deficit

HOUSEHOLD PROFILE

Chart 1 - Household Profile 2022-2027
Chart 2 - Households by Number of Persons 2027
Chart 3 - % of Households by Number of Children 2027
Chart 4 - Households by Type of Household 2027
Chart 5 - Consumer Expenditure by Household Type in Nigeria 2017/2022/2027
Chart 6 - Household Head's Sex and Employment in Nigeria 2027
Chart 7 - Households by Education of Head of Household 2027
Chart 8 - Households by Economic Status of Head of Household in Nigeria 2027
Chart 9 - Households by Age of Head 2027
Chart 10 - Household Penetration by Facilities 2027
Chart 11 - Household Possession of Kitchen Durables in 2027: % of Households
Chart 12 - Household Possession of Other Durables in 2027: % of Households
Chart 13 - Household Digital Penetration in Nigeria Compared to Global Average 2027
Chart 14 - Possession of Entertainment Electronics in 2027: % of Households
Chart 15 - Possession of Other Electronics in 2027: % of Households
Chart 16 - Key Metrics of Households Property Market 2017-2027
Chart 17 - Housing Stock by Construction Year
Chart 18 - Households by Number of Rooms 2027
Chart 19 - Households by Size of Dwelling in Nigeria 2027
Chart 20 - Housing Completions and House Price Index in Nigeria 2017-2023

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/households-nigeria/report.