

Consumer Lifestyles in Nigeria

July 2023

Table of Contents

Scope

Consumer landscape in Nigeria 2023

Personal traits and values

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Consumers spend a good part of their leisure time engaging with friends online and offline

Home life and leisure time survey highlights

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that provide health and nutritional benefits

Eating and dietary habits survey highlights

Working life

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

Consumers want products with easy-to-understand labels

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns around their current financial situation

Shopping and spending survey highlights

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