

Wearable Electronics in Nigeria

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standout performer in 2023, though from small base

Oraimo gains leading position in 2023, having only launched in 2020

E-commerce dominates distribution thanks to wide product offering and specific customer base

PROSPECTS AND OPPORTUNITIES

Continued healthy performance over forecast period

Wellbeing and convenience remains key drivers of value sales

Smart wearables drive volume sales

CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2018-2023

Table 2 - Sales of Wearable Electronics by Category: Value 2018-2023

Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Wearable Electronics 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

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SOURCES

Summary 1 - Research Sources

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