

Home Video in Nigeria

August 2022

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Home Video in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Decline is driven by video players as on-demand streaming services diminishing demand
LCD TVs and OLED TVs both record growth, though LCD TVs remains the most dynamic and largest category
Existing players come under increased pressure from cheaper Chinese brands

PROSPECTS AND OPPORTUNITIES

LCD TVs will remain the most popular amongst consumers and the main driver of growth in home video
Dynamic growth expected for OLED TVs as promotional activities makes this category more accessible to a wider customer base
Entry of more affordable brands and models will help stimulate volume growth

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Consumer Electronics in Nigeria - Industry Overview

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