



Euromonitor
International

Mobile Phones in Nigeria

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartphones see growth driven by entry level and mid-range models
Transsion Holdings maintains lead in mobile phones and consumer electronics overall
Financing schemes help electronics and appliance specialists maintain distribution lead

PROSPECTS AND OPPORTUNITIES

Ongoing smartphone will be driven by such devices' multi-purpose capacity
Entry-level and mid-range phone models will continue to lead growth
Government policy on digital inclusion and innovation among manufacturers will support sales

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