



Euromonitor
International

Retail E-Commerce in Nigeria

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Retail E-Commerce Gains Traction through Innovation, Logistics, and Affordability

Marketplace E-Commerce Drives Growth through Geographic Expansion and Platform Innovation

Chart 2 - Jumia Reports Strong Gains From Rural Areas in 2025

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Marketplace Innovation and Logistics Investment Are Set to Drive E-Commerce Growth

Temu'S Entry Will Intensify Competition and Drive Forecast Innovation

Mobile-First Consumers and Omni-Channel Retail Drive E-Commerce Expansion

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jumia Nigeria Ltd and Konga Online Shopping Ltd Continue to Dominate Nigeria'S E-Commerce Landscape

Konga Online Shopping Ltd's Omni-Channel Strategy Enhances Consumer Trust and Loyalty

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Retail E-Commerce

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Retail E-Commerce

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Nigeria - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Modernisation Accelerates through Discount Expansion and Service-Led Innovation

Small Local Grocers Sustain Leadership as Shoppers Continue to Prioritise Proximity

Discounters Surge as Bokku! Sets New Benchmark for Value Retailing

Chart 16 - Bokku! Opens over 60 New Outlets in 2025 While It Increases Its In-Store Promotions

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Retail Growth Will Be Driven by Urbanisation and Rising Formalisation in Nigeria

Chart 19 - Analyst Insight for Retail

Sales Will Be Supported by Retail E-Commerce and Rising Discounter Formats

Digitalisation and Omnichannel Integration Are Set to Reshape Retail in Nigeria

Chart 20 - Mobile Checkout Jumpnpass Surpasses One Million Transactions in 2025

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Steady Consolidation as Leading Retailers Drive Value Gains through Innovation and Expansion

Digital Innovation and Social Commerce Reshape the Competitive Landscape in Nigeria

Chart 23 - Nigerian Brand Auqli Launches Its Live Shopping Platform for Social Media

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/retail-e-commerce-in-nigeria/report.