

# **Discounters in Nigeria**

April 2025

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## Discounters in Nigeria - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Discounters attract consumers with value proposition Bokku! expands rapidly to lead the discounter space Jara leverages hybrid model and digital tools to stay competitive

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and economic pressure to sustain demand Competition among discounters expected to intensify Private label focus to drive value and differentiation

## CHANNEL DATA

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