



Euromonitor
International

Consumer Values and Behaviour in Nigeria

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Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Nigeria

PERSONAL TRAITS AND VALUES

Nigerians are troubled by the escalating expenses associated with everyday goods

Older generations feel they can make a difference in the world

Consumers enjoy experimenting with novel goods and services

Millennials extensively research the brands they use and consume

Consumers are hopeful that their standard of living will improve

Younger generations look forward to having more spare time

HOME LIFE

While at home, consumers in Nigeria study

COOKING AND EATING HABITS

Consumers prefer to prepare a meal themselves

Nigerians look for healthy ingredients in food and beverages

WORKING LIFE

Nigerians say they maintain a clear separation between their professional and personal life

LEISURE

Consumers in Nigeria engage in online social activities

Millennials enjoy attending live sports games

SUSTAINABLE LIVING

Consumers in Nigeria aim to make a beneficial contribution to the environment

SHOPPING

Nigerians say they would rather buy fewer, but higher quality things

Gen Z loves visiting shopping malls

Consumers consistently search for established or renowned names

Older generations are willing to buy second-hand or previously-owned items

SPENDING

Consumers in Nigeria would like to increase spending on education

Baby Boomers set to increase spending on health and wellness the most

Nigerians express a worry over their present economic state

Gen Z says they can comfortably save a portion of their income

Younger generations expect to increase overall spending

TECHNOLOGY

Nigerians proactively oversee the sharing of data and privacy preferences

Baby Boomers express discomfort with personalized advertisements

Nigerians use communication or messaging apps

Millennials regularly access social media accounts to edit profiles

Younger generations frequently buys goods or services online

Consumers in Nigeria follow or like companies' social media feed or posts

Millennials share purchases they make with their social network

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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:

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- **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/consumer-values-and-behaviour-in-nigeria/report.