

General Merchandise Stores in Nigeria

April 2025

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General Merchandise Stores in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores remain under pressure amid inflation Variety stores appeal to value-seeking urban consumers General merchandisers lag behind in digital transformation

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Economic recovery to support rebound for department stores Variety stores to remain key growth driver within the channel Omnichannel strategies to become critical for competitiveness

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