

Nigerians shop online, report finds

Experienced Nigerian consumers are ahead of the curve when it comes to online shopping compared to consumers in Kenya and South Africa, according to the Broll Shopper Segmentation Report 2016 Volume 1, which is a comparison of how consumers shop in Kenya, Nigeria and South Africa.



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“Nigerians purchase online more often with 64% saying online shopping is advantageous with another 83% regularly using the shopping centre app for specials and/or product searches,” said Elaine Wilson, divisional director for research, Broll Property Group.

Online shopping is mostly dominated by a growing young internet-savvy generation, who are price conscious and can easily do their research online to compare prices and deals, she explained.

Although 58% of those surveyed prefer traditional shopping, 78% believe they will shop more online in future. Generally, Nigerian consumers are experienced shoppers who are organised and shop from a list as well as compare prices.

Furthermore, Abuja shoppers are described as window shoppers who look for bargains and always buy the same brands, while those in Lagos are experienced shoppers who plan their shopping trips and also regard themselves as smart shoppers, the report reveals.

Very sophisticated

“Nigerian consumers are very sophisticated and are used to shopping internationally particularly in the UK, the US, South Africa, and Dubai and they regularly compare product ranges and prices for the best deals both locally and internationally,” said Bolaji Edu, Broll Nigeria’s CEO.

Compared to Kenya and South Africa, Nigeria as a whole has a very limited number of leisure opportunities that the whole family can enjoy. Visiting a secure shopping centre where consumers can shop, eat, socialise and watch a movie is a good option especially during the rainy season, explained Edu.

Of those surveyed, 92% said trading hours are inadequate and would ideally like to see shopping centres trade from 7am to 10pm. Edu said that many consumers work long hours and by the time they finish work and sit through traffic trying to get to the shops, many will be closed for trade for the day; therefore with current opening hours (9am to 9pm), it is often difficult for many shoppers.

“It is possible that the inadequate shopping centre trading hours have helped the growth in e-commerce and the need for shoppers to plan their shopping trips and what they would spend on each of these trips.”

Edu noted that over the last 10 years, the retail sector in Nigeria has grown and now there is approximately 290,000m² of retail space centred in the main commercial cities of Abuja and Lagos.

Despite this growth and coupled with new mall developments, retail remains under-provided for in Nigeria compared to other African countries with similar GDP per capita, he added.

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