



Euromonitor
International

Convenience Retailers in Nigeria

July 2026

Table of Contents

[Convenience Retailers in Nigeria - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Urban Demand and Value Competition Fuel Growth in Convenience Retailers

Convenience Stores Lead Value and Growth as Urban Demand Surges

Discounting and Digital Payment Partnerships Redefine Retail Value in 2025

Chart 2 - Addide Introduces Bulk Pricing Discounts

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Convenience Retailers Is Set for Sustained Growth Amid Urbanisation and Price Pressure

Convenience Stores Is Set to Accelerate Omni-Channel Integration for Growth

Forecourt Retailers Pivot to Foodservice as Competition Intensifies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Addide Ltd Retains Dominance as Aa Rano Nigeria Accelerates Growth for Forecourt Retailers

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Convenience Retailers

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Convenience Retailers

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/convenience-retailers-in-nigeria/report.