

# Small Local Grocers in Nigeria

February 2024

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## Small Local Grocers in Nigeria - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Proximity, credit options, and bargaining power drive rapid growth Thriving amid economic downturn Driving sales growth through demand for smaller pack sizes

#### PROSPECTS AND OPPORTUNITIES

Local grocers thrive as cornerstones of community commerce despite modern retail competition Small local grocers embrace digital payments for improved financial management Local grocers flourish as unemployed individuals embrace low-cost start-ups and innovate retail formats

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