

# HOLIDAY SHOPPING BEHAVIOUR

Trends surrounding Shopping  
Behaviour during the Festive  
Season in Nigeria



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# ABOUT THIS REPORT.

This report is a publication of Techuncode, an independent online media, solving the negative perception of Africans and Technology...

## The report focuses on...

- 1** - *What products Nigerians shop during end-of-year festive season?*
- 2** - *Where they shop?*
- 3** - *How they shop?*
- 4** - *Who they shop for?*
- 5** - *Impact of Covid-19 Pandemic on this year's festive shopping?*





# OUTLINE

- 1 Review of 2020
- 2 Trends on how Nigerians shop before festive season
- 3 Focusing on shopping in Nigeria during festive season
- 4 Impact of Covid-19 pandemic and current Economic Recession



# KEY TAKEAWAYS

- Nigerians are shifting from shopping across traditional offline channels to online channels
- Social media continues to be the biggest driver of shoppers decision making in Nigeria alongside words-of-mouth
- Online shopping is highest in Nigeria in the months of November and December
- Despite the economic condition of Nigeria and the impact of Covid-19 Pandemic, most Nigerians still have plans to do shopping (68%) for this year's end-of-year festive season, with many (a combined 83%) suggesting to do so few weeks before and into December.

# Review of 2020



**2020:**

# What a Year it has been

Every year typically comes with eventful moments, but 2020 has been a year of many life-changing and paradigm-shifting defining moments, both in Nigeria and across the globe, particularly in Nigeria...





# ... But the End-of-Year (EoY) Excitement is Here

It's the most wonderful time of  
the year.



# ...Before we look at Nigerians Shopping Experience (SX) during End-of-Year Festive Season, let us do a quick review on how they shop before the Season

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# Trends on How Nigerians Shop before Festive Season

Demographic, Psychographic and Geographic Trends





# Shopping Channels: Where Nigerians do their Shopping

Nigerians continue to gradually shift from shopping across traditional offline channels to online channels, as evident from the additional **5.3 million** online shoppers in 2019, against 2018 figures.

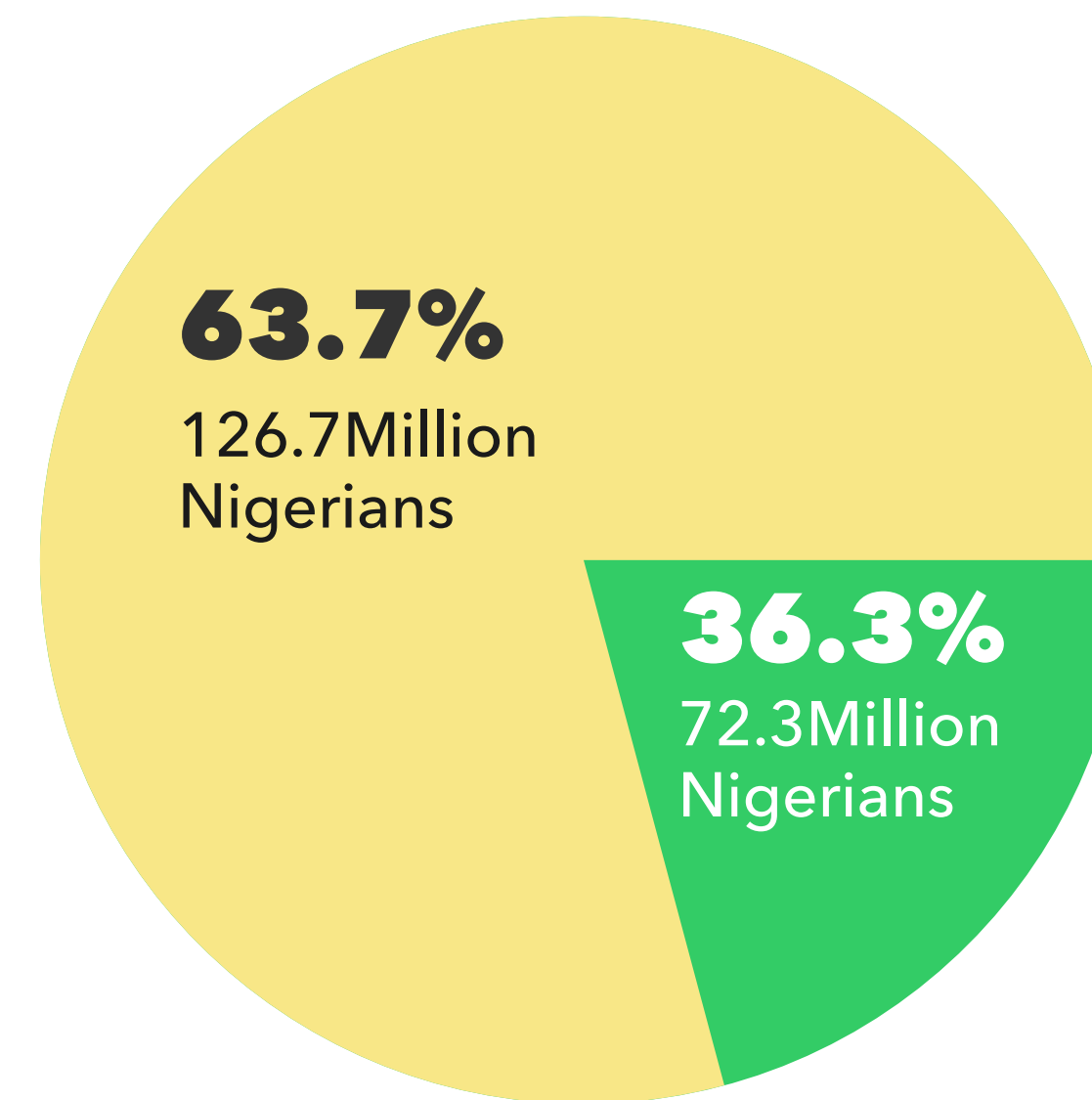
## Source:

Geopoll (2018) Report

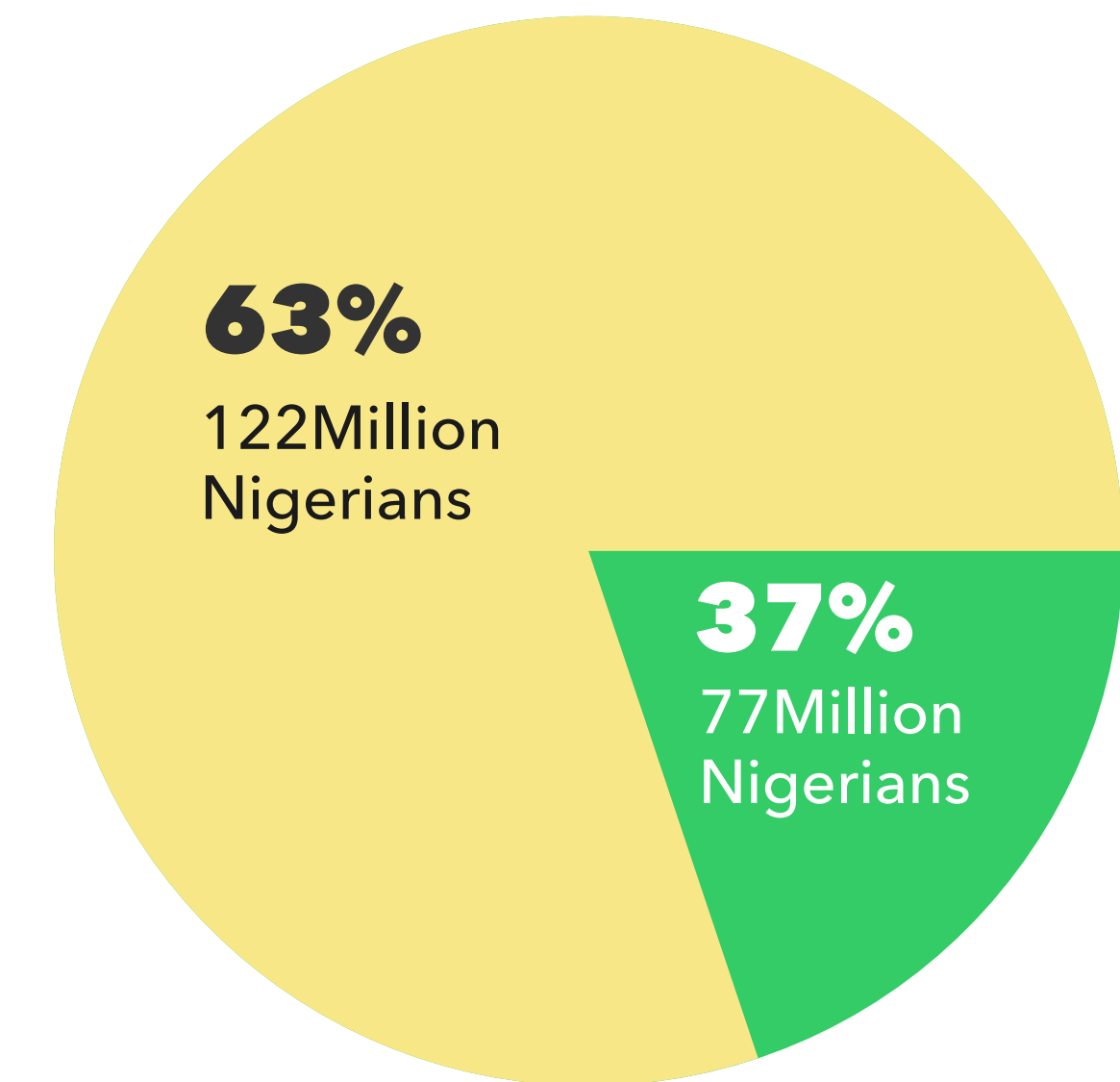


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**2018**



**2019**



The year-on-year growth in the number of online shoppers is still marginal (1.3%)

A significant number of Nigerians still do shopping offline, but this continues to decline



Online Shoppers



Offline Shoppers

# Focusing on the Online Shoppers: Demographic and Shopping Behavior

2018 data from Geopoll Connected Nigerian Consumer, Nigeria Consumer Behaviour, Income, And ECommerce report - shows that more men 63% shop online than women 37%

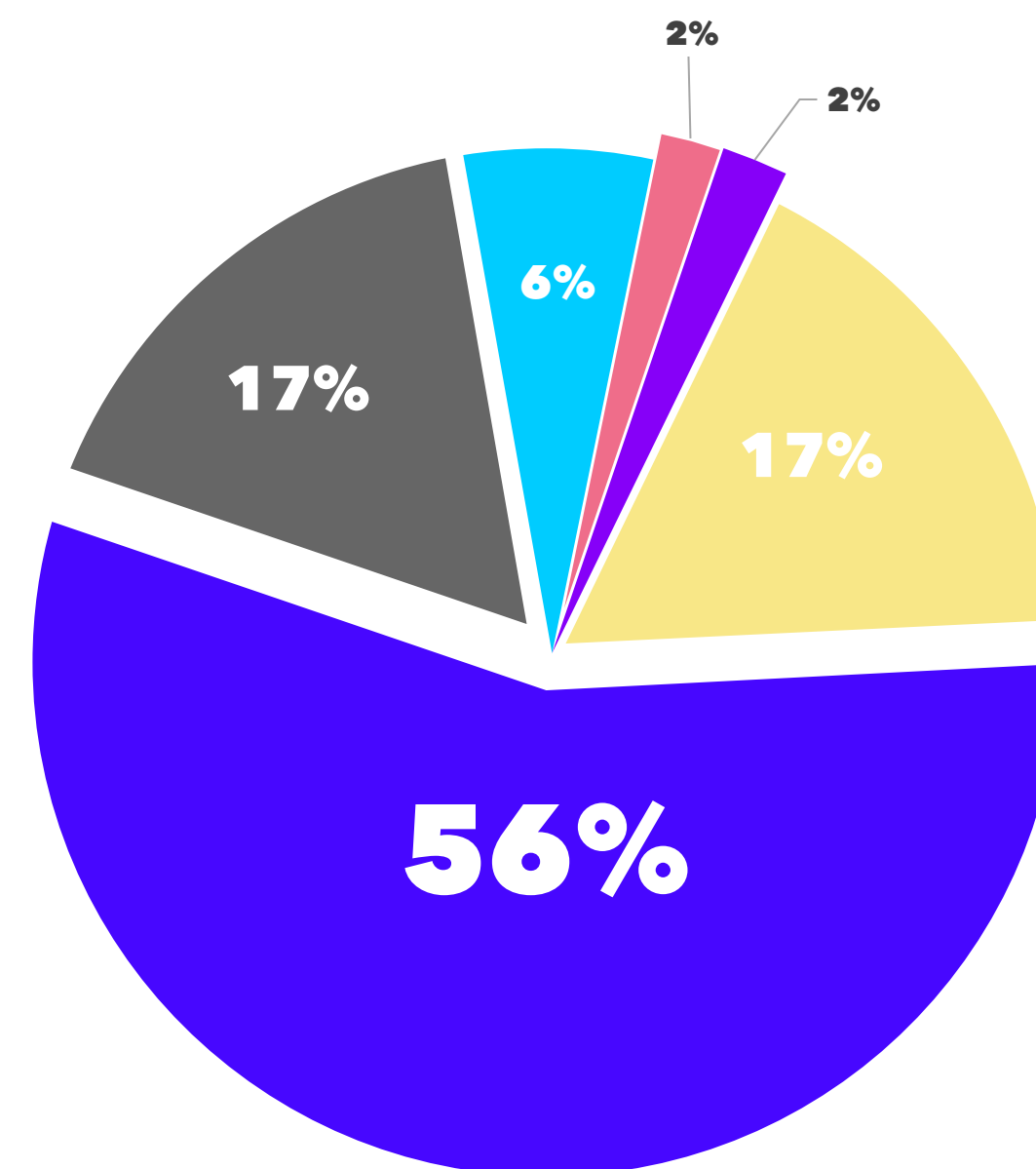
Social media continues to be the biggest driver of shoppers decision making in Nigeria alongside words-of-mouth

**Source:**  
Geopoll (2018) Report



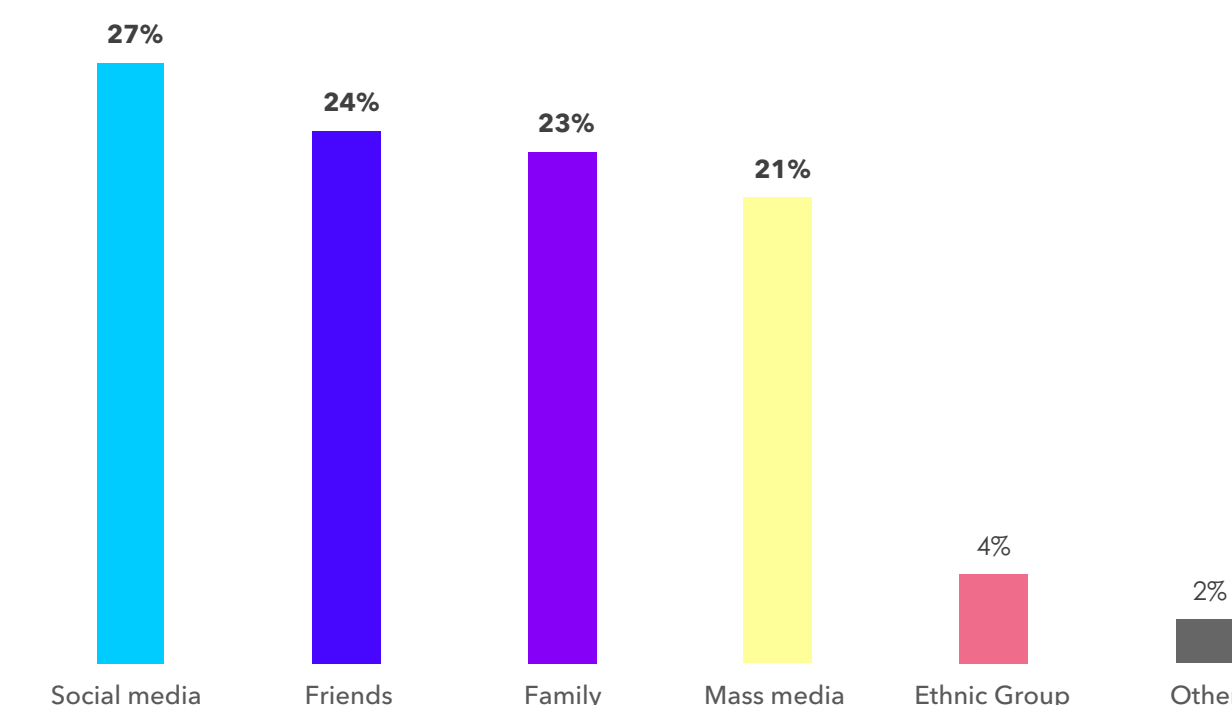
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Age Distribution of Online Nigerian Shoppers

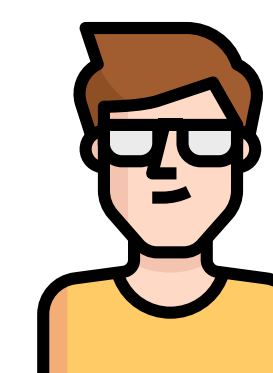


- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+

Factors that Influence Shoppers Preference

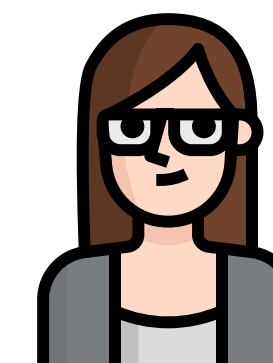


Nigerian Shoppers Demographic



**63%**

Men Shop Online



**37%**

Women Shop Online



# Online Shopping: What Nigerians Consider and Buy the Most

Products function, price and features are the top three factors Nigerians consider before buying a product. In addition, electronic products is the most purchased product off-festive season.

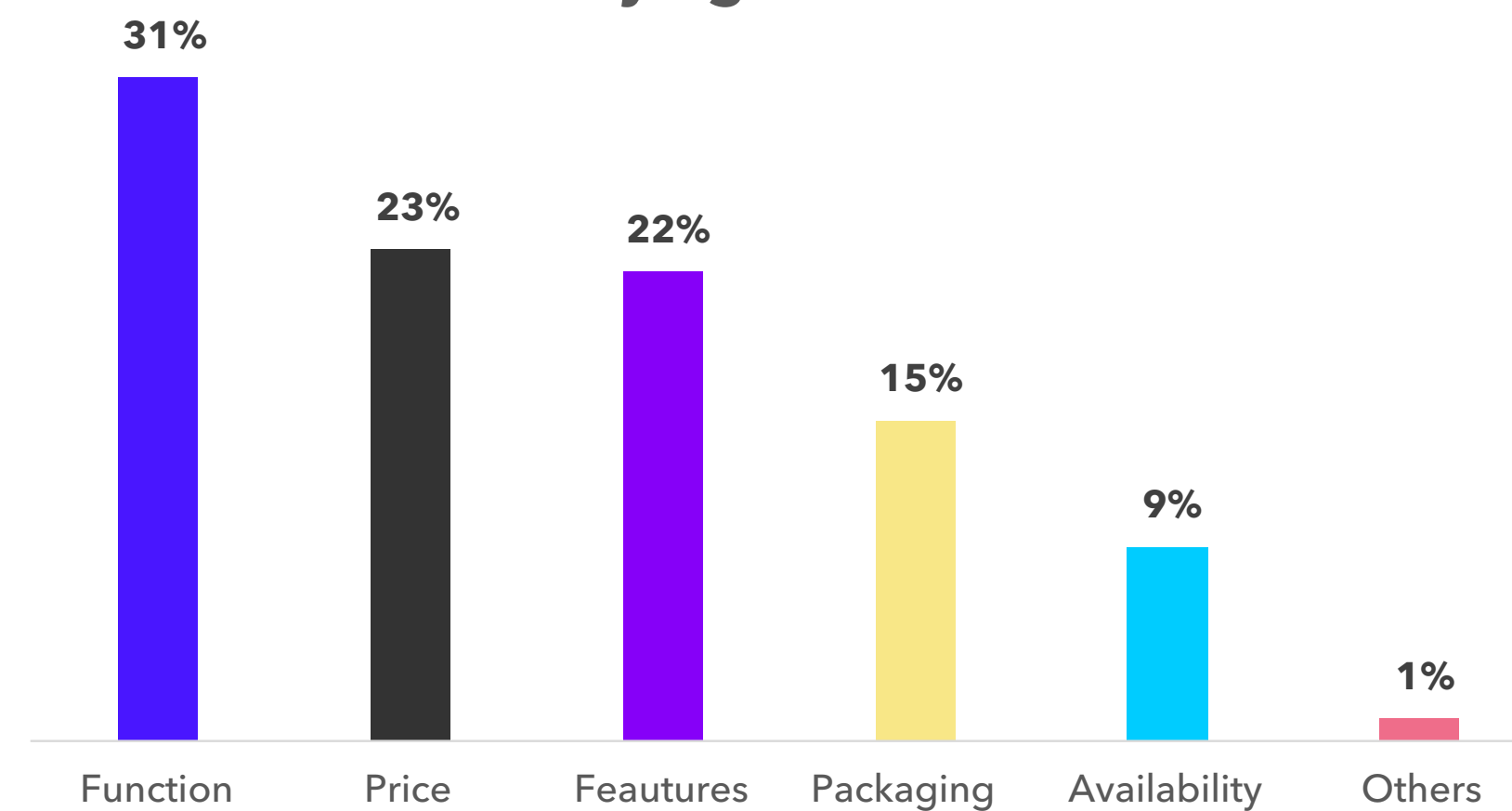
## Source:

Geopoll (2018) Report

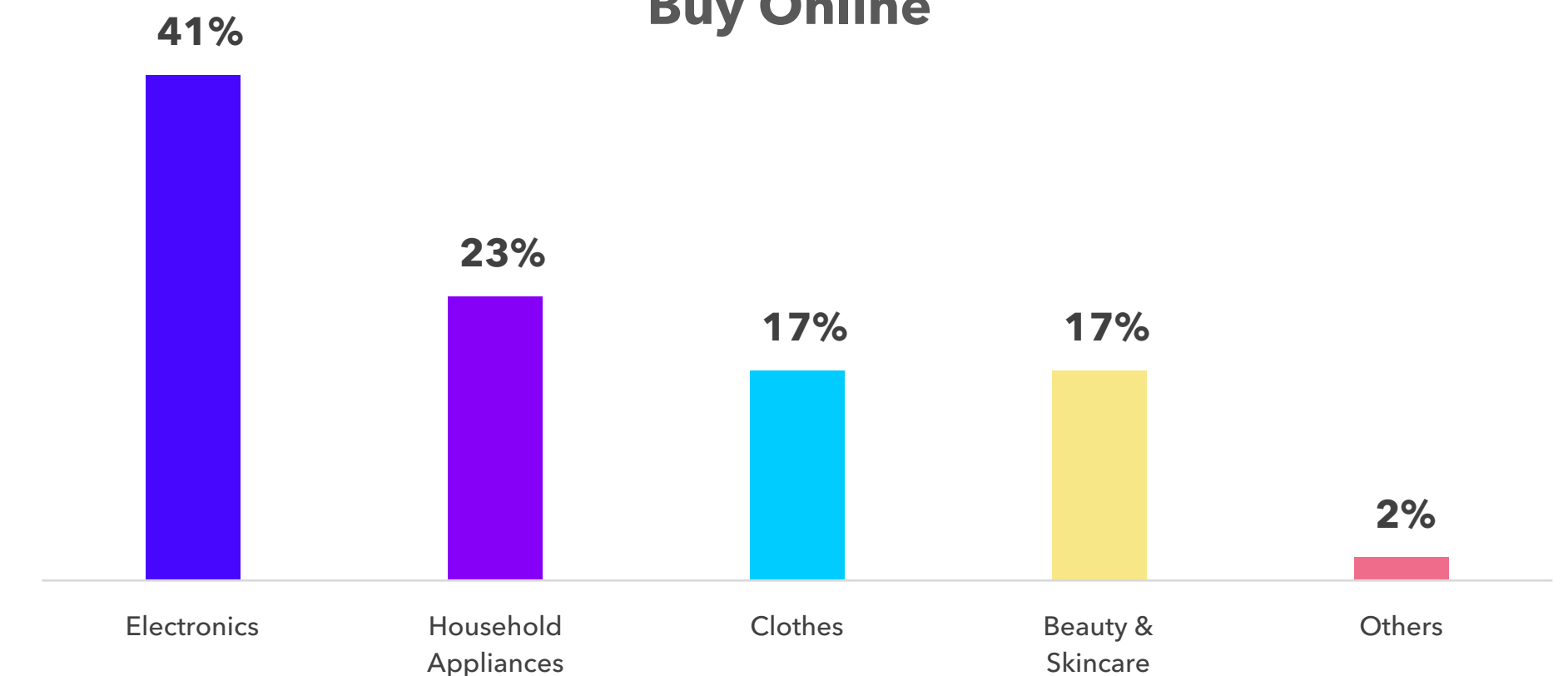


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Shoppers' Consideration for  
Buying a Product



Most Products Nigerian's  
Buy Online



# The Biggest Online Shop in Nigeria

Jumia is the leading e-commerce store in Africa and Nigeria, holding about 57% of Nigeria's 126.07 million internet population



...of 126.07 million internet population

57%



27%



24%

**Source:**  
Geopoll (2019) Report

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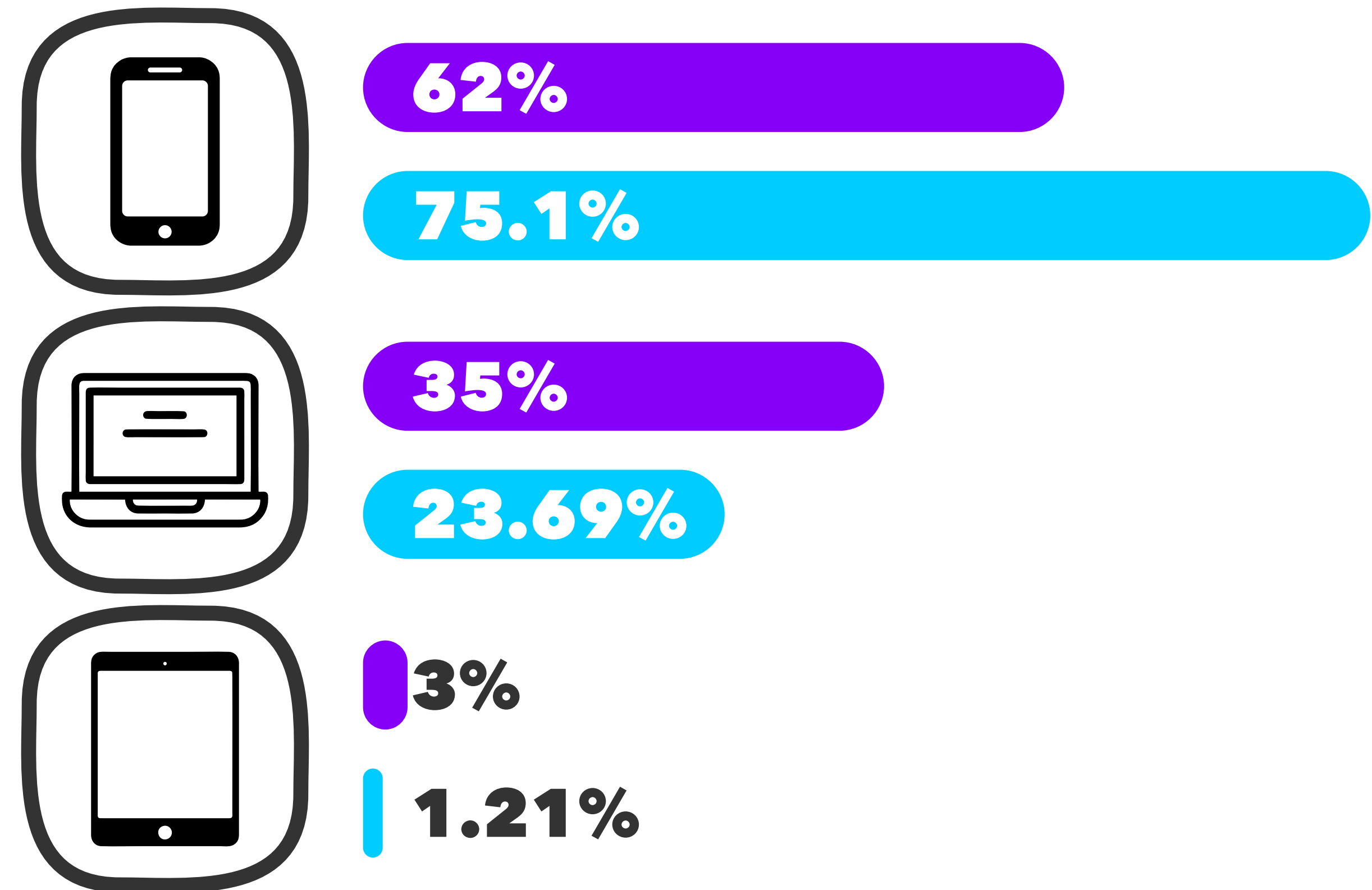
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# Online Shopping: Devices Used by Nigerians

An increasing number of Nigerians continue to use mobile (smart) phones for online shopping as alternative devices gradually declines year-on-year

## Shopping Devices



### Source:

Geopoll & Picodi Reports (2018, 2019)



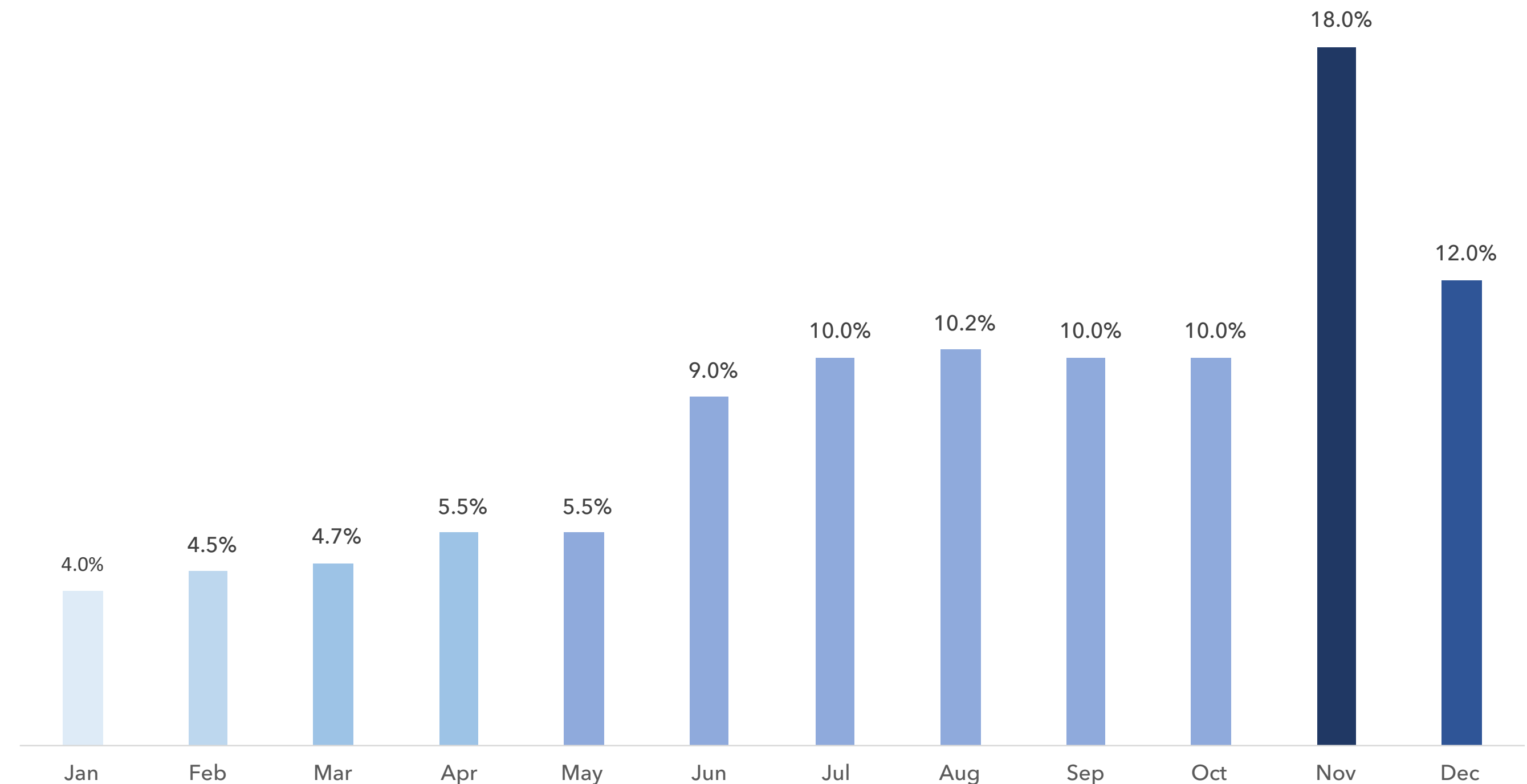
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 2018  2019

# Online Shopping: Monthly Shopping Rate in a Year

The highest peak period for online shopping in Nigeria is towards end of the year – November/December. The high rate in November can be attributed to the annual Black Friday Sales

Monthly Online Shopping Activities



**Source:**

Geopoll & Picodi Reports (2018, 2019)



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# Focusing on Shopping during Festive/End-of-Year Season

Shoppers Demographic, Finance and Budgets, Psychographic Profile, Shopping Channels and Locations



# Nigerians End-of-Year Shopping Journey: **Most Purchased Gift Items**

According to 2018 data, gift baskets are the most purchased end-of-year gift items among Nigerians at 35%, closely followed by Money (as gift) at 30%.

**Source:**  
Picodi Report (2018)



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# Nigerians End-of-Year Shopping Journey: **When and Why Nigerians do Shopping**

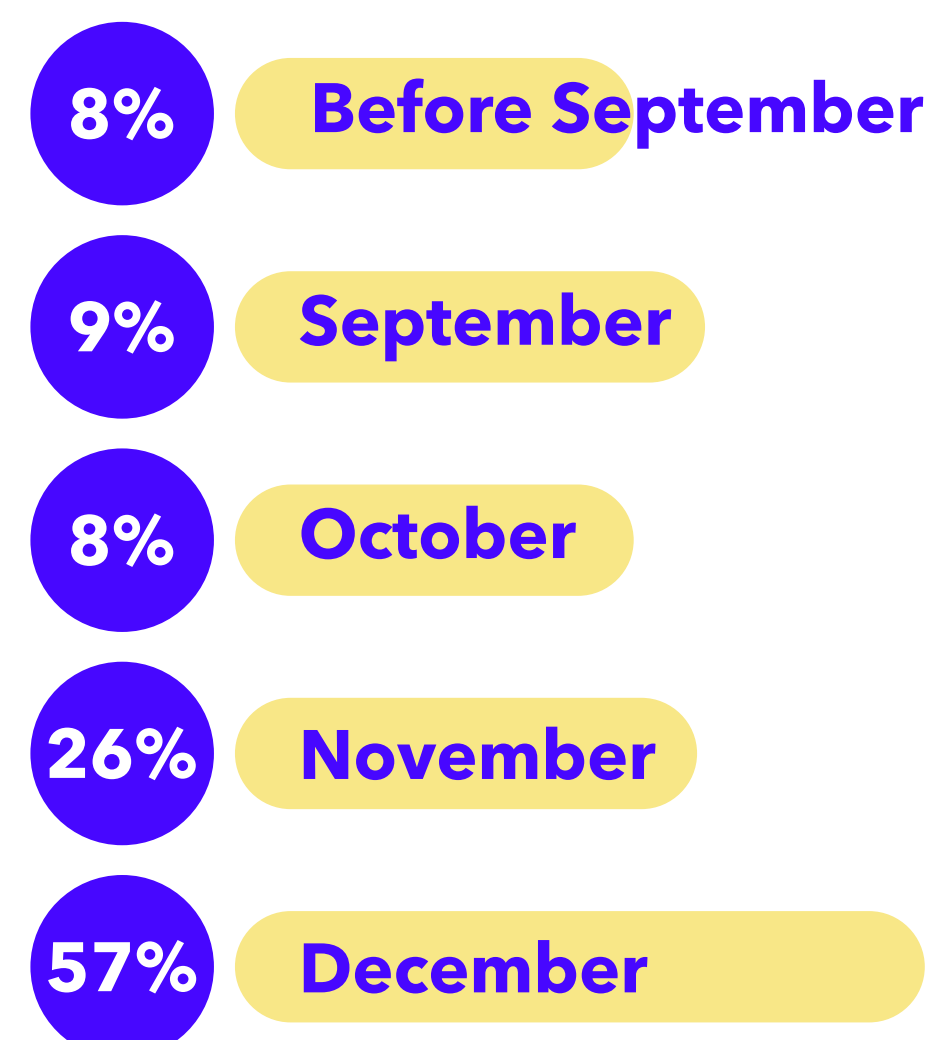
Most Nigerians shop for the season in December while the next majority do this in November, mostly because of their relatives and friends.

**Source:**  
Picodi Report (2018)



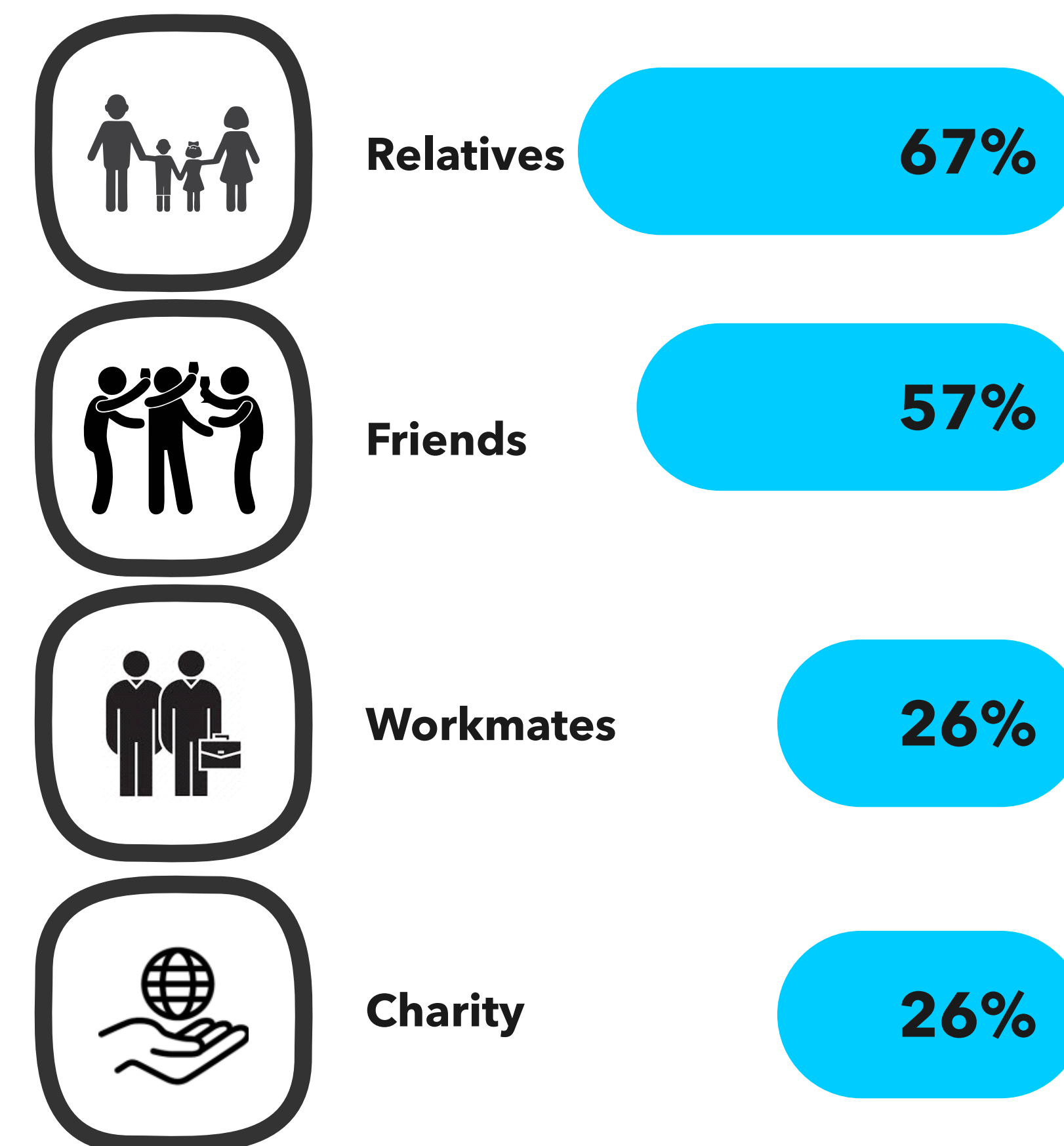
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## Shopping for Festive Season



Nigerians Shopping periods in readiness for the Festive Season: 2018 data shows that December is the peak period for shopping towards end-of-year/festive season

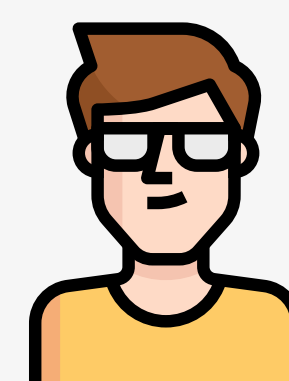
## What Nigerians rated as reasons for shopping during end-of-year season



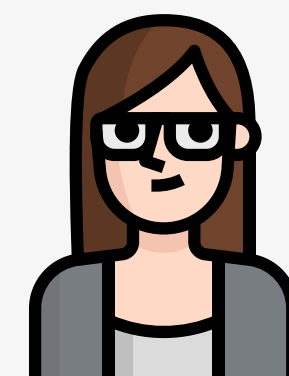
# Nigerians End-of-Year Shopping Journey: Demographic Profile and Reasons for Shopping

From the percentage of men and women shop ordinarily, more women (84% of the 39% who ordinarily do shopping) said they deliberately do shopping for Festive Season. Meanwhile, only 68% of the 61% of men who do shopping deliberately do so for Festive Season.

This data further validates the earlier 2018 report on What Nigerians rated as reasons for shopping during end-of-year season

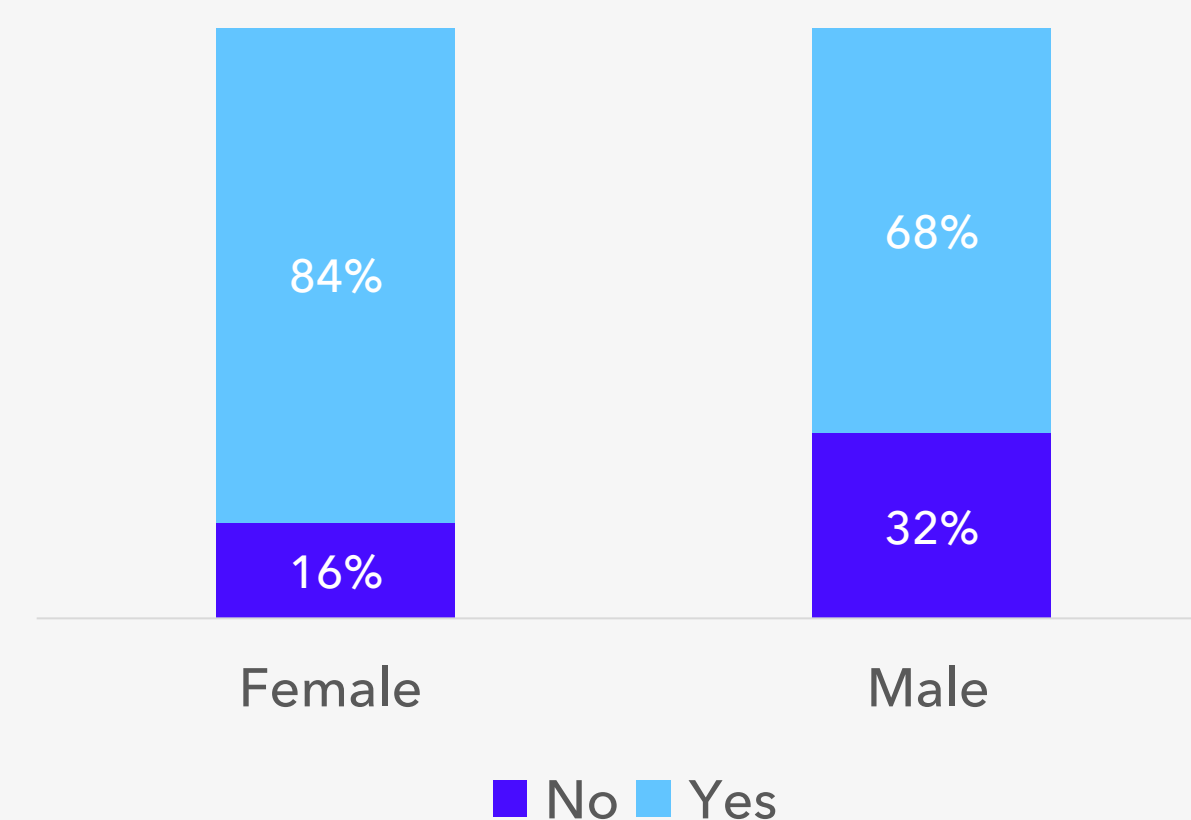


61%

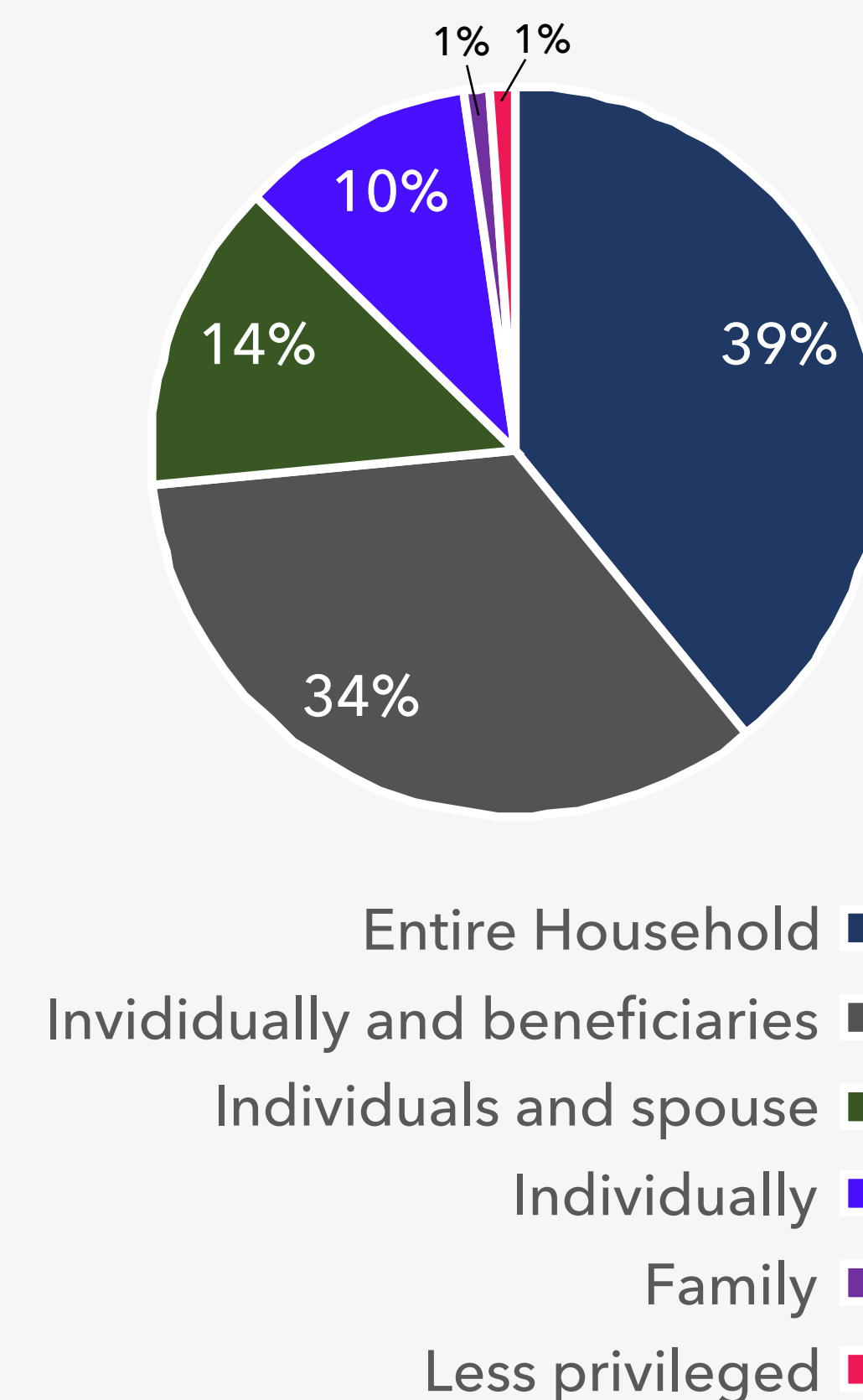


39%

Percentage of Nigerians who do Shopping for EoY Season



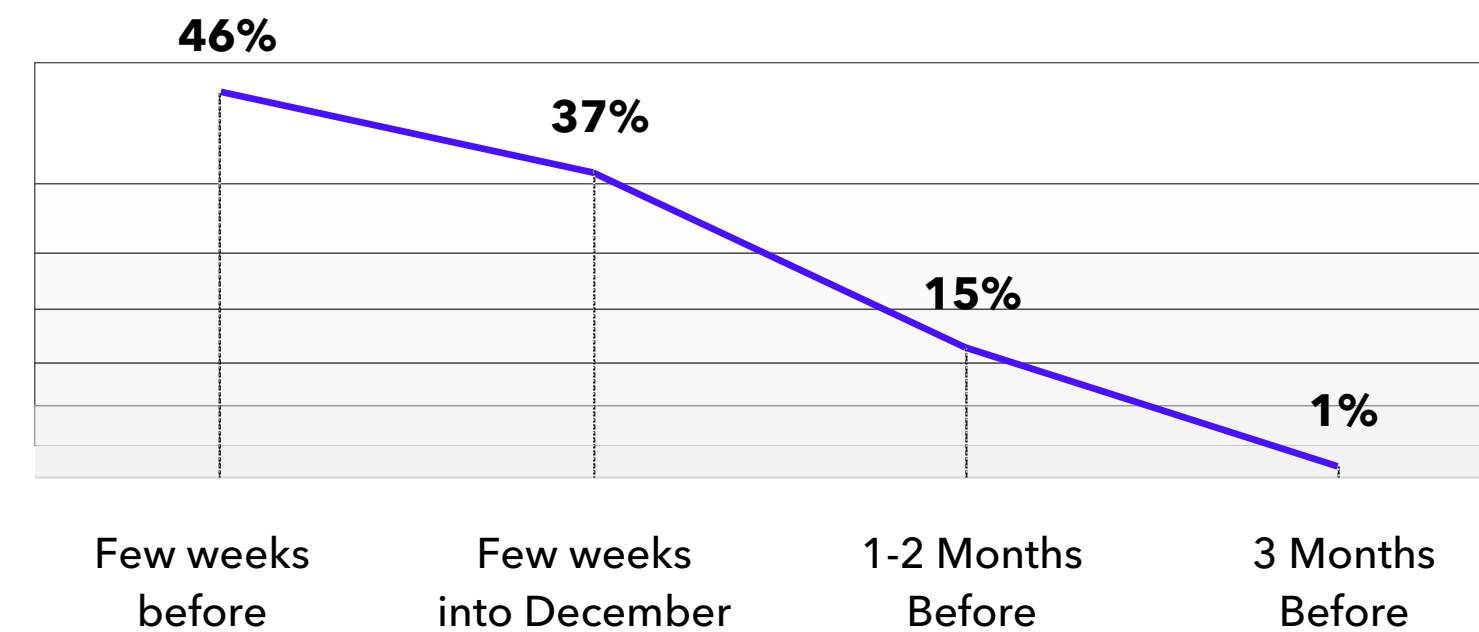
Nigerians' Reasons for Shopping during EoY (2020)



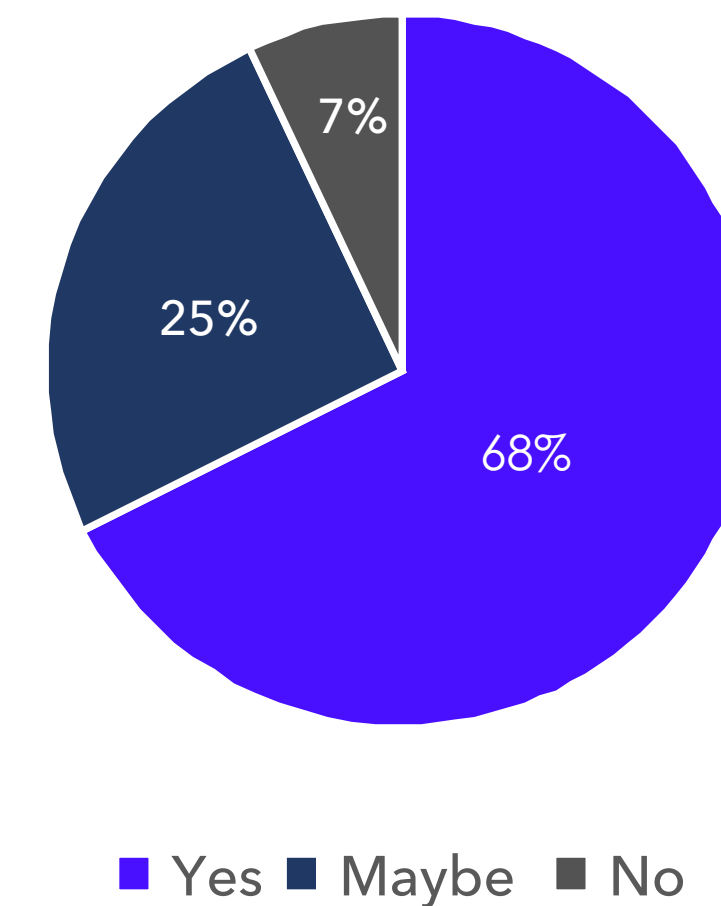
# Nigerians End-of-Year Shopping Journey: Shopping Plans for 2020

Despite the economic condition of the country and the impact of the Covid-19 pandemic, most Nigerians (68%) plan to shop this year, with many (a combined 83%) suggesting to do so few weeks before and into December.

When Nigerians do their Shopping for the Season



Nigerians Planning to do Shopping in 2020

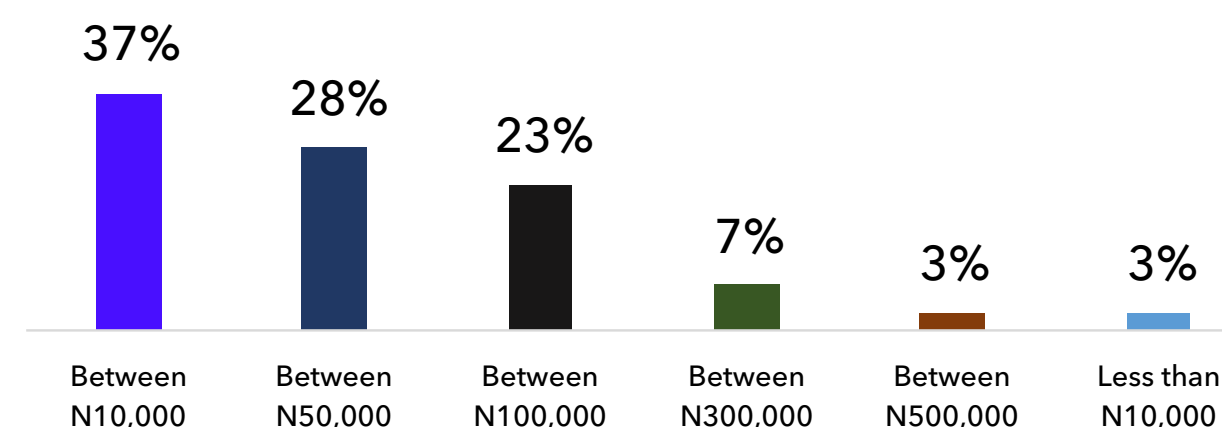




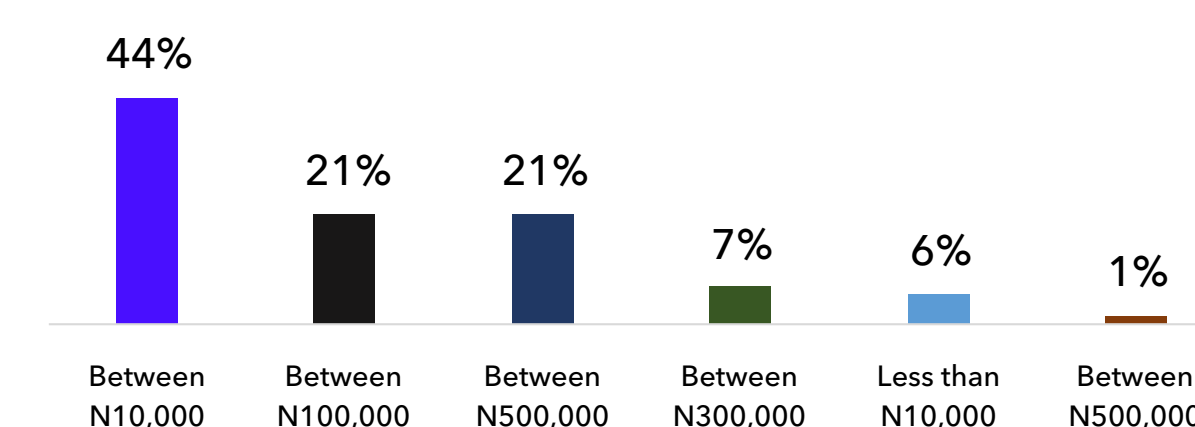
# Nigerians End-of-Year Shopping Journey: Spending and Decision Drivers

From our research, an online survey administered to Nigerians, an average Nigerian spends between N10,000 and N100,000 for End-of-Year Shopping. However, unlike previous years, where shopping decisions were made based on price and product features, this year, Nigerians are shopping based mainly on their needs and dependency.

Shopping Spending in Previous Years



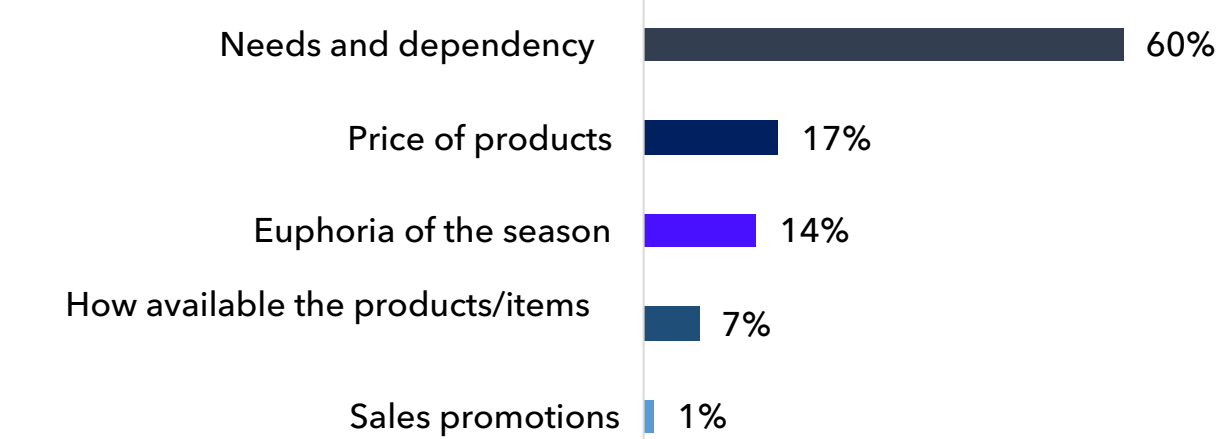
Financial Plan for 2020 Festive Shopping



What Influenced Shoppers Decision in Previous Season



What will Influence Shoppers for this year's Season



**Euphoria of the Season** = All the music, decorations and atmosphere

# Nigerians End-of-Year Shopping Journey: **Items they Plan to Shop for in 2020**

Most Nigerians have prioritized Food and Drinks as their most intended shopping item for this year's end-of-year season.



Food & drinks



Apparel, clothing, shoes, bags, jewelry and personal accessories



Household goods & appliances



Beauty, health & personal care



Travels



Consumer electronics



Furniture & appliances



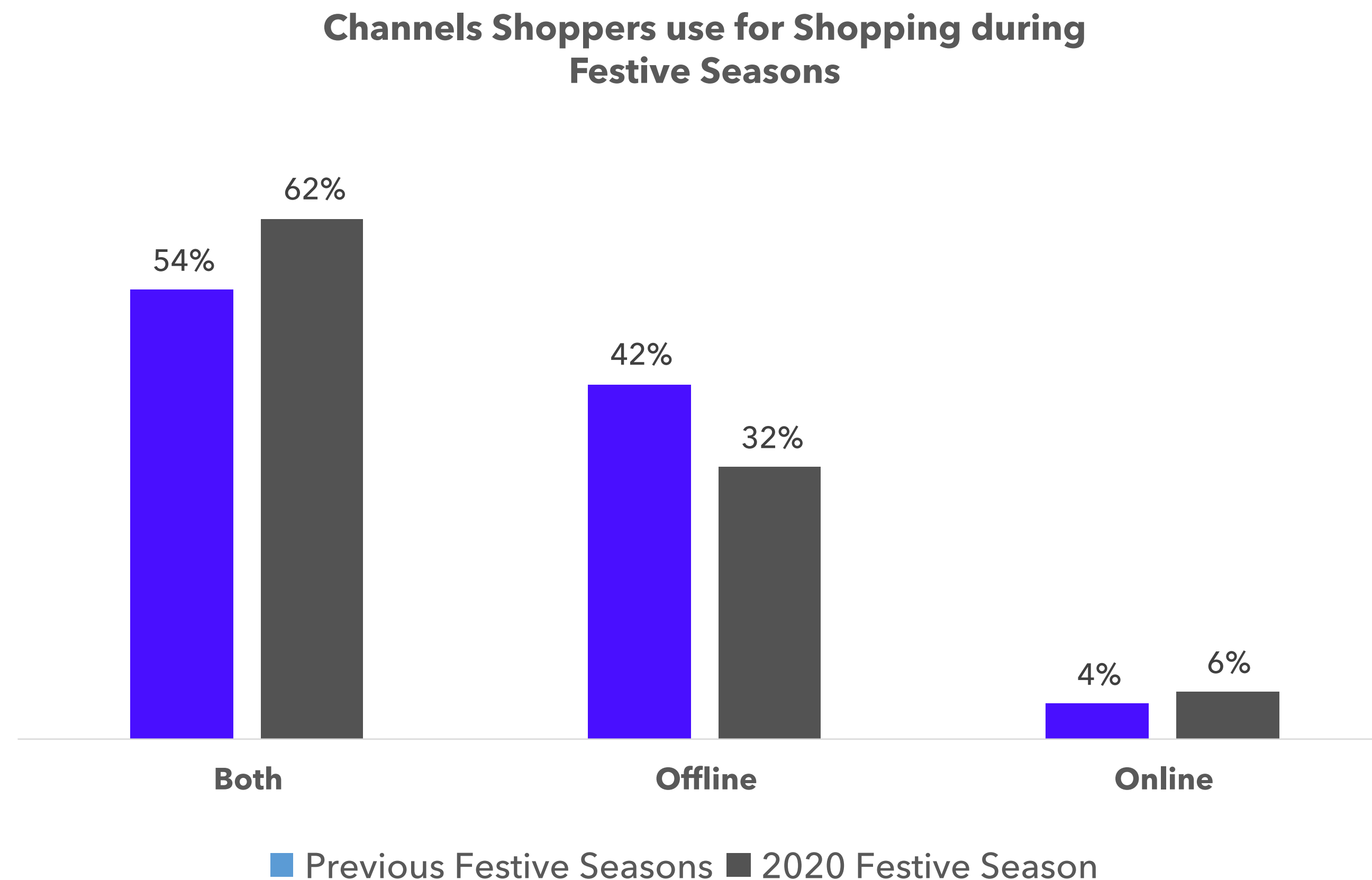
Toys



Artworks

# Nigerians End-of-Year Shopping Journey: Channels

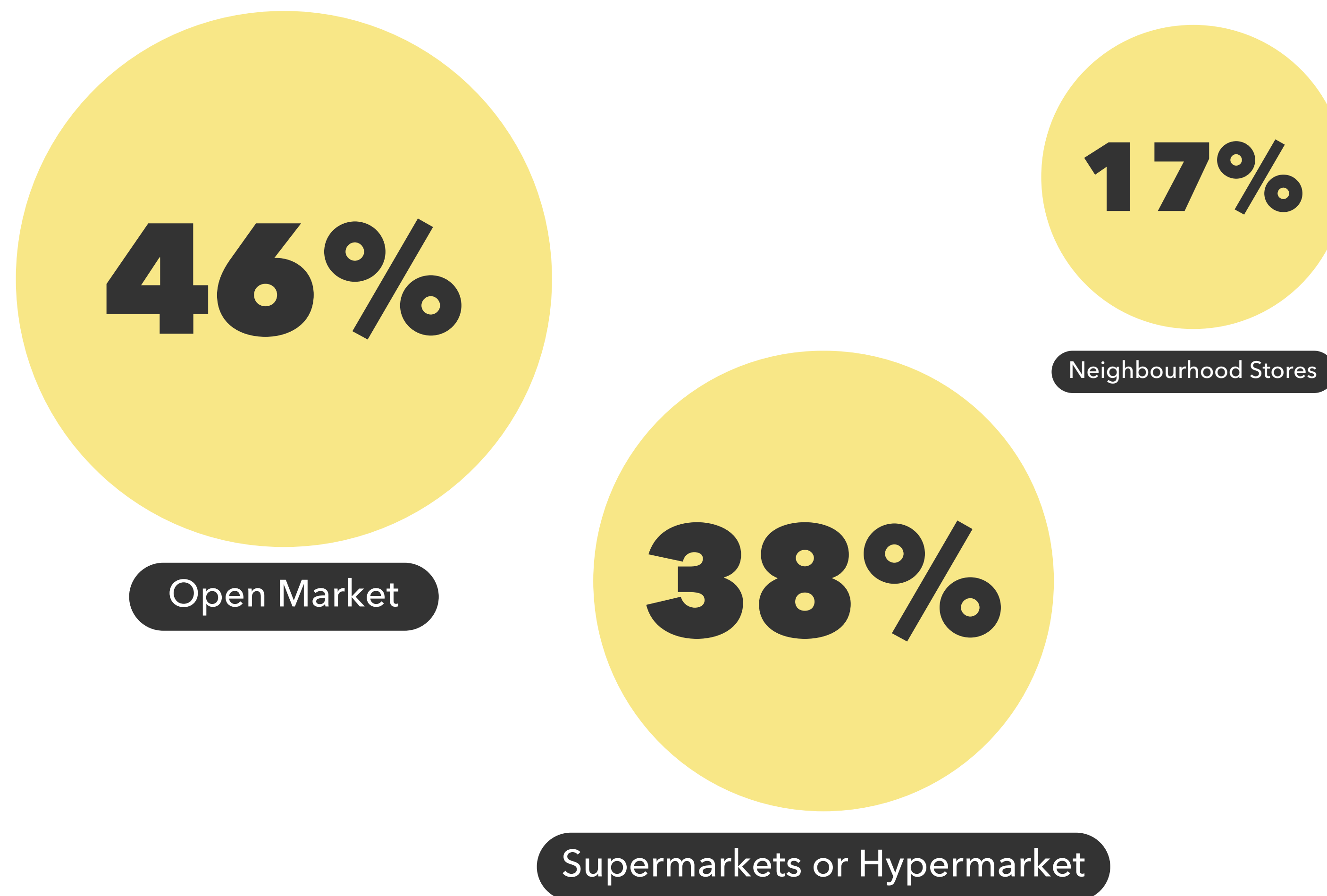
Most Nigerians are committed to using both online and offline channels to shop during this year's season. However, there is a decline in the use of offline channels relative to previous seasons, as more Nigerians continue to adopt online shopping for end-of-year purchases.





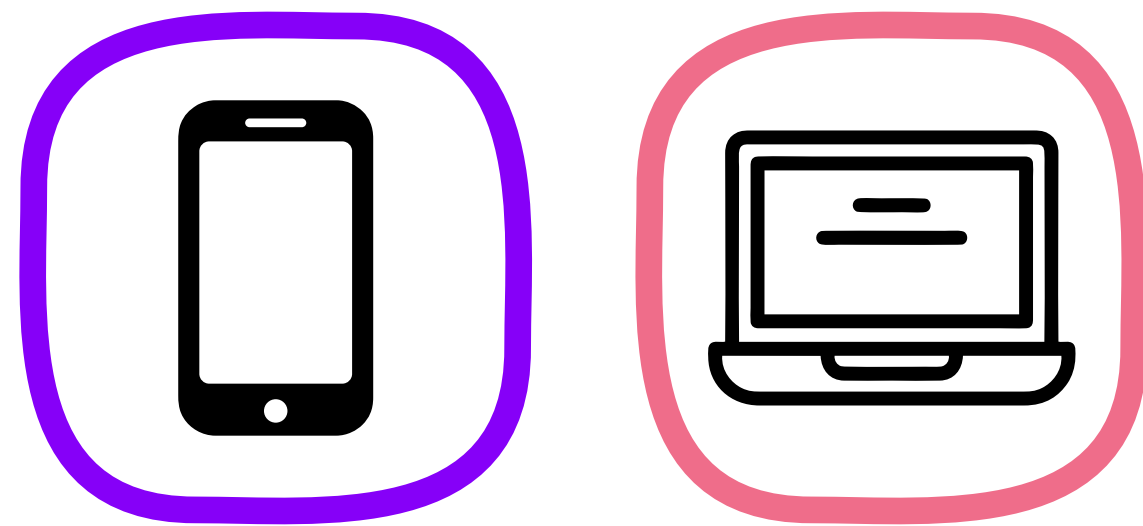
# Nigerians End-of-Year Shopping Journey: **Offline Channels**

Most Nigerians (46% of those who shop offline) - do so in open markets

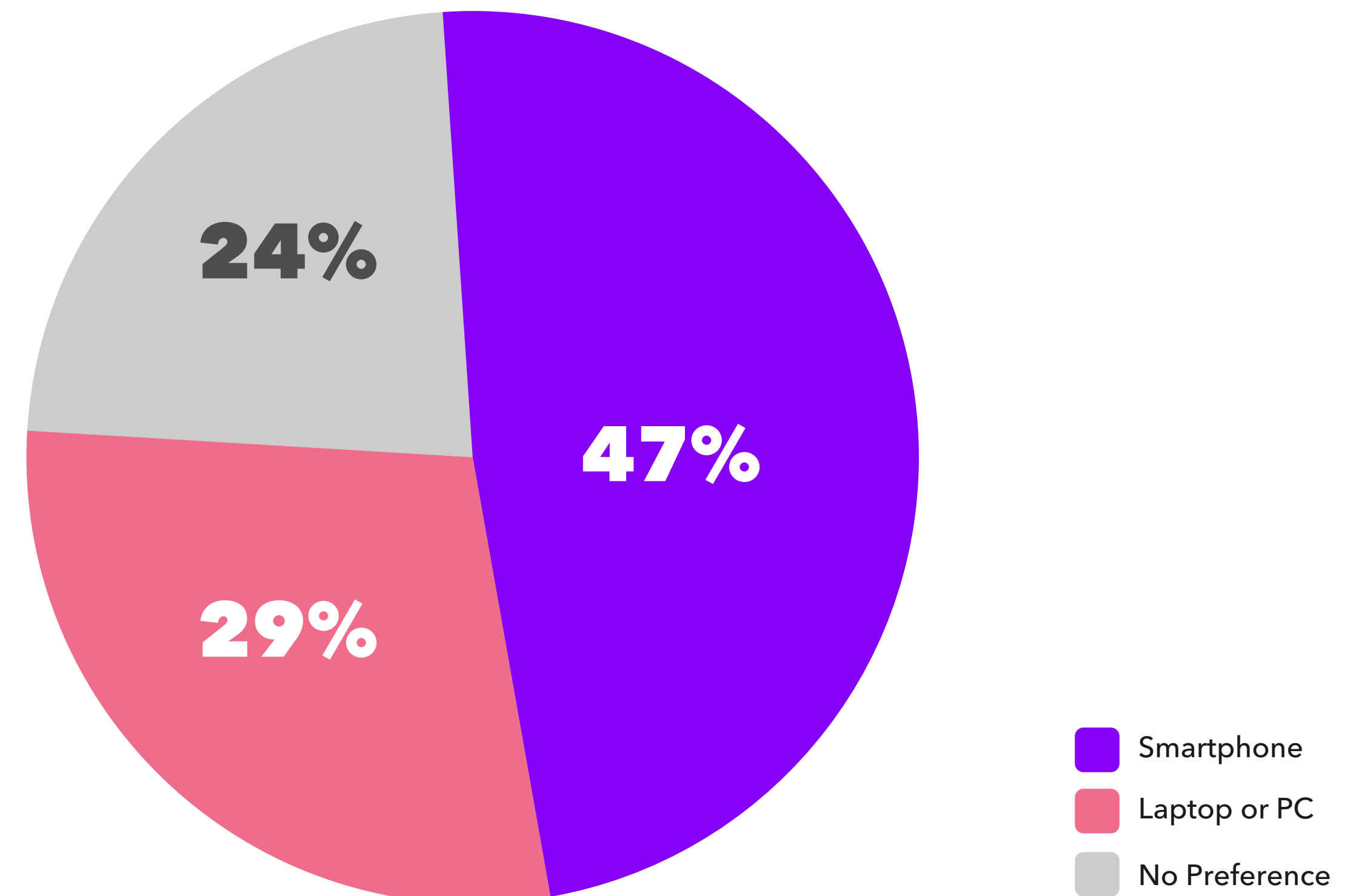


# Nigerians End-of-Year Shopping Journey: **Online Channels**

There is a significant number of people who have no device preference for shopping online, even as majority 47% prefers to use smart phones when shopping online

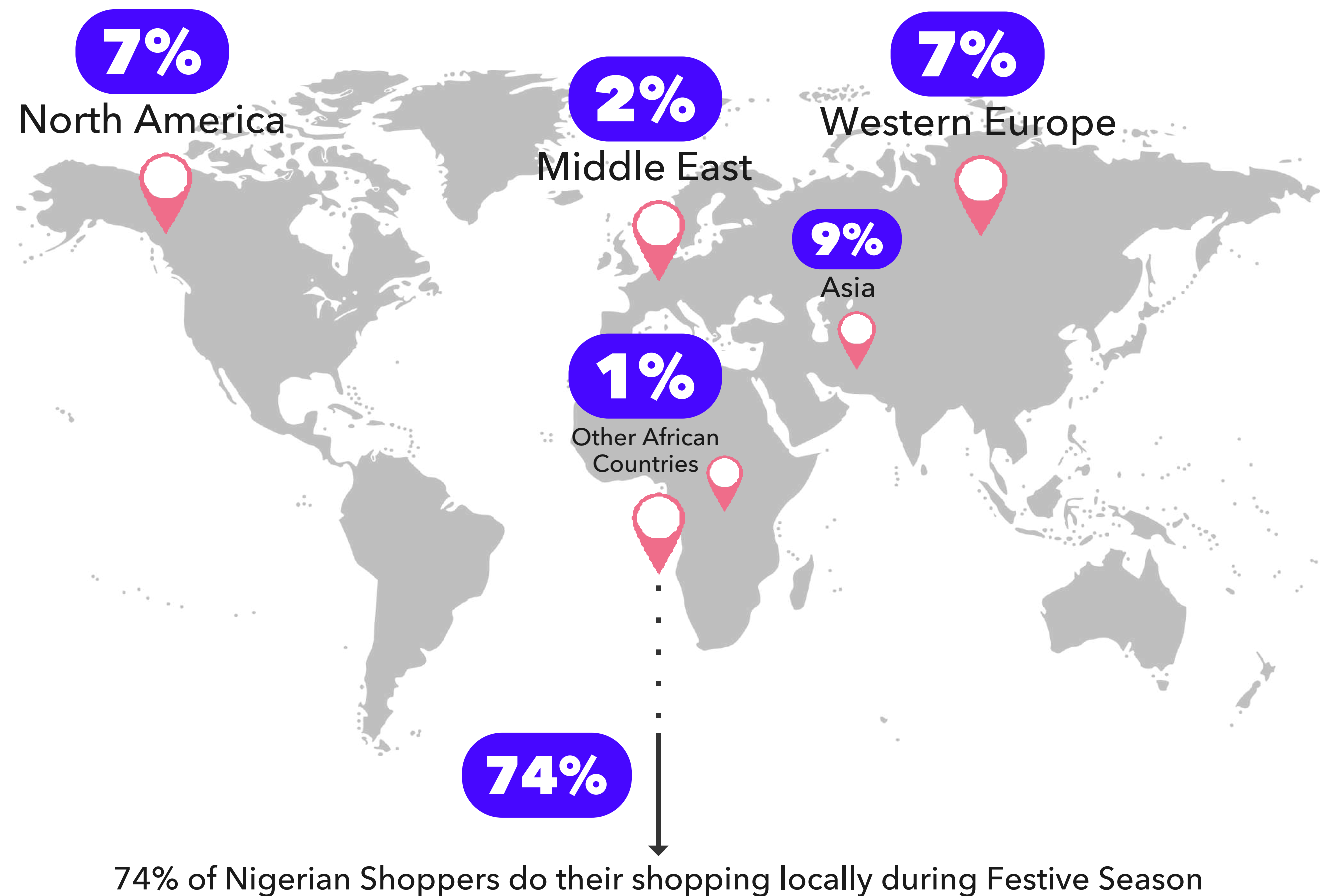


Preferred device for online shopping



# Nigerians End-of-Year Shopping Journey: Preferred Location

Most Nigerians prefer to do their end-of-year shopping locally, in Nigeria, followed by Asia.



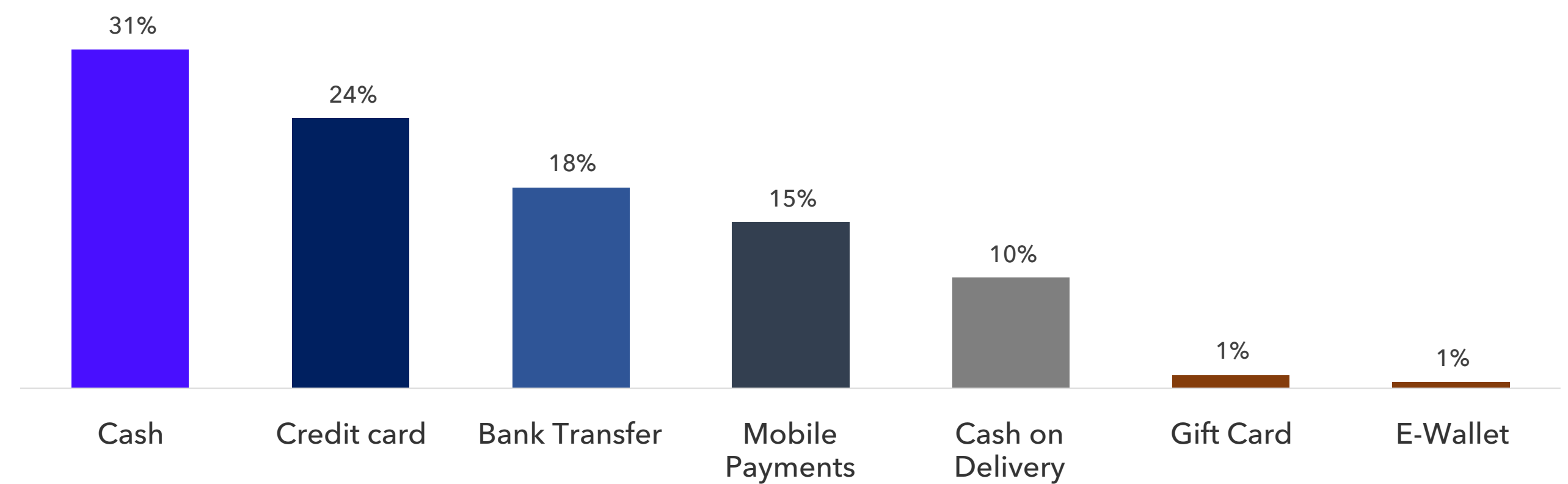


# Nigerians End-of-Year Shopping Journey: **Payment Method**

Cash and credit cards are the top two methods Nigerians use for payments when shopping (online or offline) during festive season

It would be helpful to split this insight into offline and online categories to drill in on the prevailing methods of payment for both categories.

Payment Methods for Shopping during EoY Festive Season



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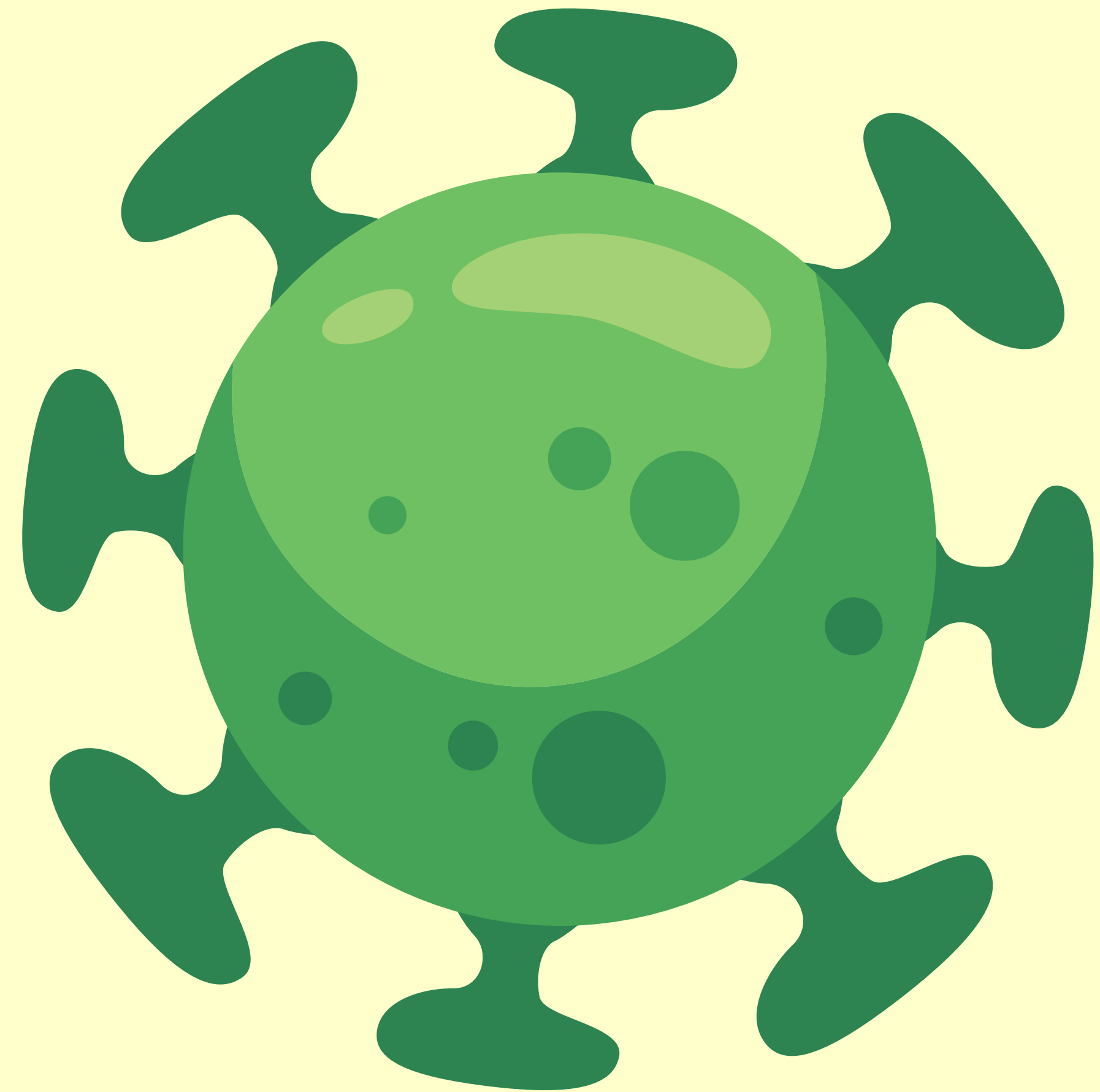


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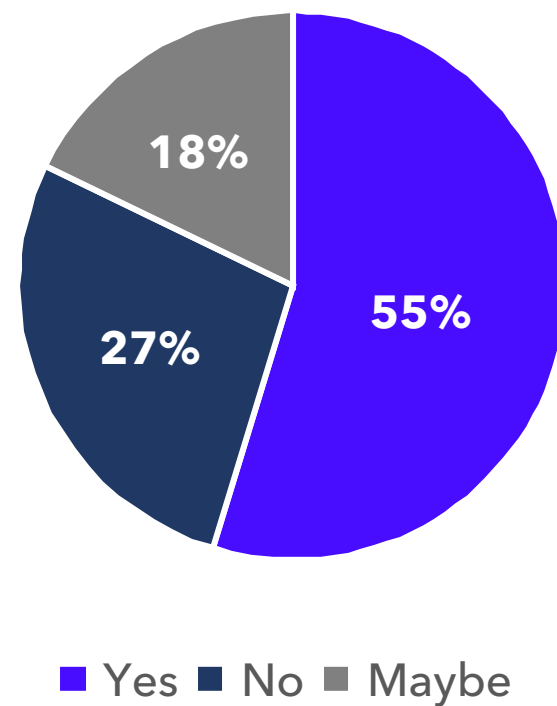
Teksight Edge Limited Research and Data Team (2020)

# Impact of Covid-19 Pandemic and current Economic Recession

Most of the respondents claimed that Covid-19 pandemic and the current economic condition of the country – recession - would negatively affect their spending during this year's festive period/season relative to previous years.



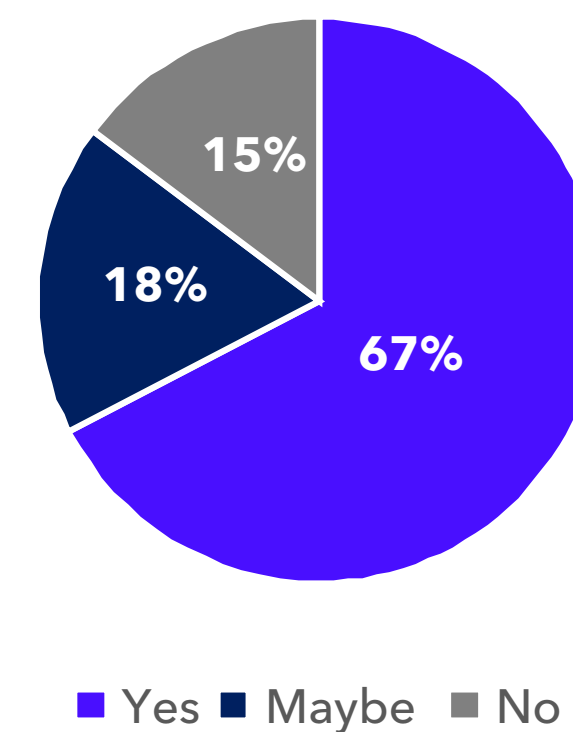
Impact of Covid-19 Pandemic on Nigerians Spending this Festive Season



**Question:**

Would Covid-19 pandemic affect your spending during this year's festive period/season compared to previous

Impact of the Economic Recession on Nigerians Spending this Festive Season



**Question:**

Would the current economic situation in Nigeria (recession) affect your spending this festive period/season compared to previous years?



# Conclusion

The challenges brought on by the coronavirus pandemic have shifted shoppers behaviour across the globe and here in Nigeria, the wave of the new normal has instilled new behaviours in Nigerians, who are migrating online to shop for the festive season – a trend that could become permanent.

As we go into the festive season, expect Nigerians to intensify their shopping from the first week of December as they work towards putting smiles on the faces of their relatives and friends.

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