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| NIGERIA STOCK MARKET  -INVESTMENT OUTLOOK AND OPPORTUNITIES |  |
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## Executive summary

This market research provides an in-depth analysis of the Nigerian Stock Market with a focus on identifying profitable investment opportunities and understanding the associated risks.

The stock market experienced mixed performance between January 2024 and June 2025, with notable periods of strong growth and significant downturns.

November 2024 recorded the highest monthly gain at 5.4%, followed closely by May 2024 (4.9%) and March 2024 (4.8%), indicating periods of strong market optimism and positive investor sentiment.

The most significant market drop occurred in April 2025, with a sharp decline of -6%, suggesting a possible market correction or response to unfavorable economic events. Other notable declines were in May 2024 (-4.2%) and December 2024 (-2.6%).

Despite the April 2025 dip, the market quickly rebounded with gains in May 2025 (5.1%) and June 2025 (4.1%), signaling renewed investor confidence.

The market showed resilience overall, with more months of positive returns than negative ones during the 18-month period. However, the recurring periods of volatility highlight the need for careful monitoring of market drivers and macroeconomic indicators.

## Key achievements

* Digital transformation: The new website, featuring a modern design and improved navigation, has seen a 30% increase in user engagement. The CRM system has streamlined customer interactions, resulting in a 25% improvement in response times.
* Mobile application: The launch of our mobile application has enabled customers to access our services on the go, leading to a 20% increase in mobile traffic.
* Collaboration and innovation: Cross-departmental collaboration between marketing, IT, and customer service has been instrumental in the successful execution of our projects.

## Stock Market Overview

Despite the economic uncertainties, VanArsdel, Ltd. has demonstrated resilience and growth. Our revenue has increased by 15%, and we have maintained a healthy profit margin. Cost optimization strategies and efficient resource management have contributed to our financial stability.

## Stock Market Performance by Sector

For 2024;

Fueled by growth in digital advertising revenues and strong consumer spending, the communication services sector led the pack in 2024, followed closely by information technology. The outperformance of the top two sectors was driven largely by a small number of dominant technology companies.

With one of the lowest price-to-earnings ratios across S&P 500 sectors, financials also outperformed the index. The combination of interest rate cuts and Trump's re-election boosted bank stocks, as lower interest rates tend to increase lending activity. Utilities experienced a sharp reversal from 2023 amid rising electricity demand from AI hyperscalers.

For 2025ytd

## Conclusion

The achievements of the past year are a testament to the dedication and hard work of our team. We are grateful for the support of our stakeholders and look forward to continuing our journey of growth and innovation.