

MTN Market Research and Competitive Analysis



Overview

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- Financial Products in Nigeria
- Competitor Pricing Analysis
- Target Customer Profiling
- Key Insights and Findings
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- Concluding Remarks



A focused exploration of
MTN's business
compartments,
competitive advantage
and opportunities for
growth

Introduction

- Nigeria is Africa's largest economy and a leading FinTech hub.
- Rapid adoption of mobile technology and internet penetration (over 50%).
- Over 200 FinTech companies operate in Nigeria.
- Key drivers: Large unbanked population (36% of adults), high mobile phone usage (Nigeria has one of the highest mobile phone penetration rates across Sub-Saharan Africa), and increasing demand for digital financial services.
- Regulatory support from the Central Bank of Nigeria (CBN) and initiatives like the eNaira.



Financial Products in Nigeria: a sectorial overview



Digital Payment Solutions



mobile banking apps



micro-lending platforms



blockchain platforms and latest trends

- Mobile money services (Paga, Opay, MTN Momo) dominate due to simplicity and accessibility.
- Intermediate Users: Bank-led wallets (GTBank's 737, Access Bank's Moreplex) offer advanced features like savings and investments.
- Blockchain-based solutions (BuyCoins, Bundle) cater to crypto-savvy users.

- Kuda Bank and ALAT by Wema Bank are popular for their user-friendly interfaces.
- Intermediate Users: Traditional bank apps (Zenith Bank, UBA) offer loans, investments, and insurance.
- Expert Users: Carbon and FairMoney provide AI-driven financial advice and credit scoring.

- Branch and PalmCredit offer small, short-term loans with minimal requirements.
- FairMoney and Aella Credit provide larger loans with flexible repayment terms.
- Blockchain-based lending platforms (ETHLend) target DeFi users.

- Crypto exchanges like Luno and Binance simplify trading for beginners.
- Intermediate Users: Quidax offers advanced trading features and educational resources.
- Expert Users: DeFi platforms (Afriex, Paxful) enable peer-to-peer transactions and staking.

Competitor Pricing Analysis



Pricing Strategies for Digital Payments

- Paga: 1.5% fee for transfers, N50 for bill payments.
- Opay: Free transfers for low amounts, 1% fee for larger transactions.
- MTN Momo: N20 fee for transfers below N5,000, N50 for amounts above.

Pricing Strategies for Micro-Lending

- Branch: 15%–34% interest rates based on loan duration and creditworthiness.
- FairMoney: 10%–30% interest rates with no hidden fees.
- Carbon: Interest rates starting at 5% for short-term loans.

Pricing Strategies for Investment Platforms

- Cowrywise: 1% management fee on investments.
- PiggyVest: Free savings plans, charges for early withdrawals.
- Risevest: 1.5% management fee for dollar-denominated investments.

Identified Gaps in Pricing

- High fees for international remittances.
- Lack of subscription-based pricing models.
- Opportunity for tiered pricing based on transaction volume or user loyalty.

Target Customer Profiling: a demographical analysis of potential fintech users in Nigeria

Young Urban Professionals

- Demographics: Aged 18–35, tech-savvy, financially literate.
- Preferences: Mobile apps, low fees, seamless user experience.
- Needs: Savings, investments, and access to credit.

Small Business Owners

- Demographics: Aged 25–50, operating in urban and semi-urban areas.
- Preferences: Agent banking, low-interest loans, invoicing tools.
- Needs: Working capital, payment solutions, financial management tools.

Rural Users

- Demographics: Aged 30–60, low financial literacy, limited access to banks.
- Preferences: Agent banking, USSD-based services, low transaction fees.
- Needs: Basic financial services like savings, transfers, and bill payments.





key insights and findings

Key Insights and Findings

Summary of FinTech Product Trends

- Digital payments and micro-lending are the most in-demand products.
- Blockchain services are gaining traction among expert users.

User Demands and Preferences

- Low fees, ease of use, and accessibility are top priorities.
- Mobile-first solutions are preferred across all user segments.

Competitive Landscape Overview

- Competitors focus on mobile-first solutions and agent banking.
- Pricing strategies vary widely, creating opportunities for differentiation.

digital payments

**ease of use||mobile first
solutions**

**agent banking and price
strategies**

data visualisations:financial inclusion rates, transaction levels, customer satisfaction levels

Revenue Growth

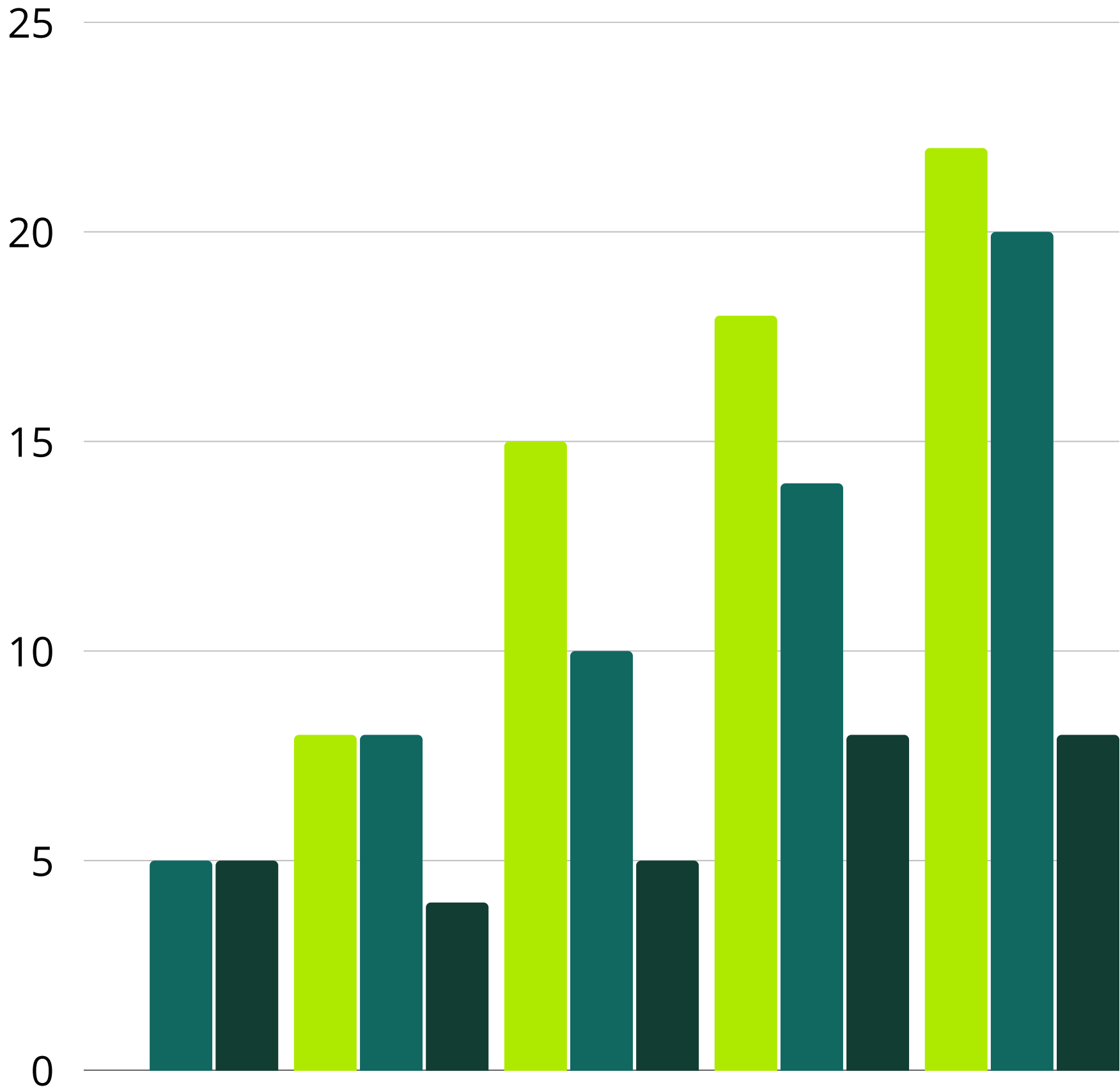
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Return on Investment

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Customer Satisfaction

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conclusion

Recap of Key Takeaways

- Nigeria's FinTech market is growing rapidly, driven by mobile technology and a large unbanked population.
- Digital payments and micro-lending are the most in-demand products.
- Opportunities exist in low-cost remittances, subscription models, and tiered pricing.

Next Steps for Implementation

- Develop a roadmap for product development and pricing strategies.
- Launch targeted marketing campaigns to engage key customer segments.



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The background is a solid teal color. It features several yellow geometric shapes: a large arc in the top-left corner, a small circle on the left side, and a cluster of shapes on the right including a small circle, a medium circle, and a large semi-circle at the bottom.

**thank
you!**



references