

The Consumer Barometer

Google

Insights from Nigeria

The Consumer Barometer, Google's global interactive tool helps uncover insights into today's connected consumer.

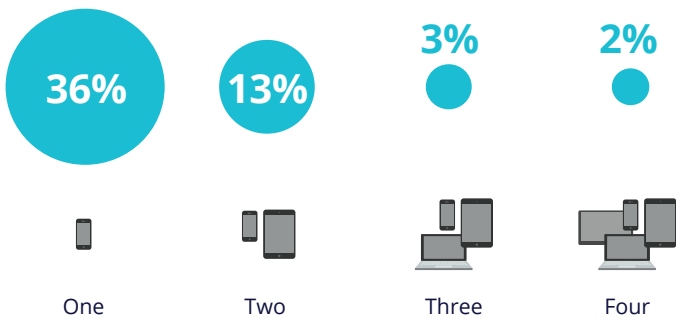
www.consumerbarometer.com



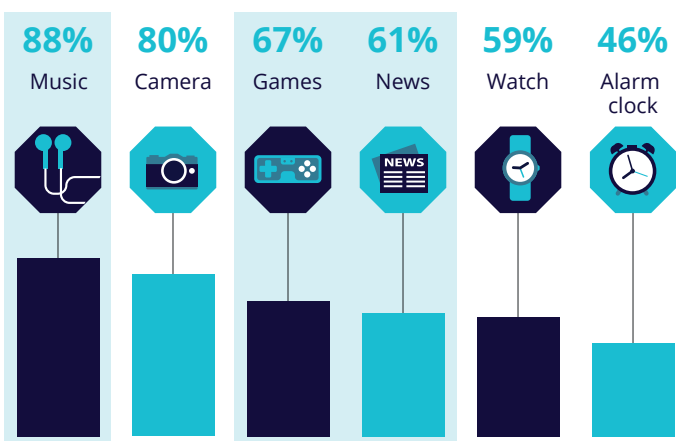
The Multiscreen World

Nigerians online have more connected devices than ever

Number of connected devices people use

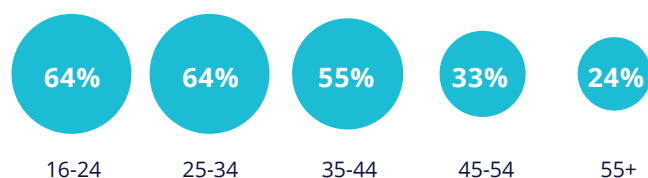


People in Nigeria use their devices for a range of everyday activities



People go online several times a day, especially the under 45s

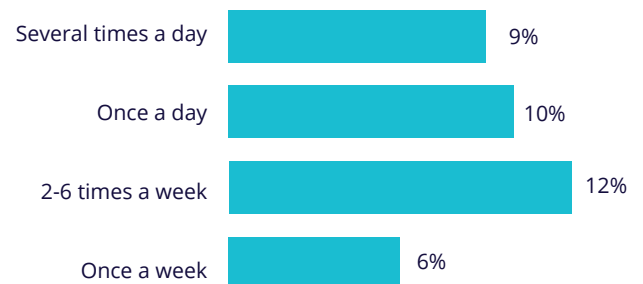
I use the internet several times a day



The Smart Viewer

37% of connected Nigerians watch online video at least once a week

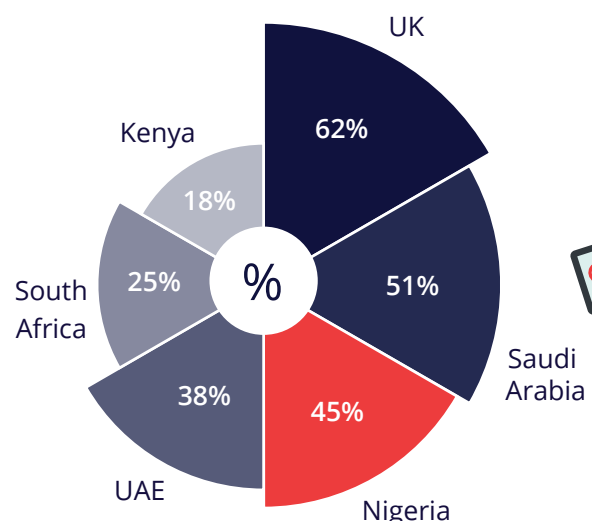
How often do you watch online video?



The Smart Shopper

Nigeria is adopting online shopping

45% of connected Nigerians researched their last purchase online.



Purchasing online

Nigerians are starting to buy online in travel categories, but otherwise prefers offline.

I made my last purchase in this category online



25%

Flights for leisure



7%

Hotels for leisure



6%

Apparel



5%

Car insurance



3%

Cinema tickets



2%

TV set



1%

Large home appliances



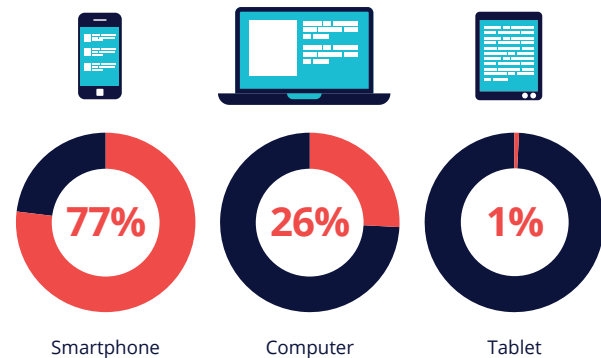
1%

Groceries

Shopping with smartphones

For people in Nigeria, smartphones are becoming a vital part of online shopping

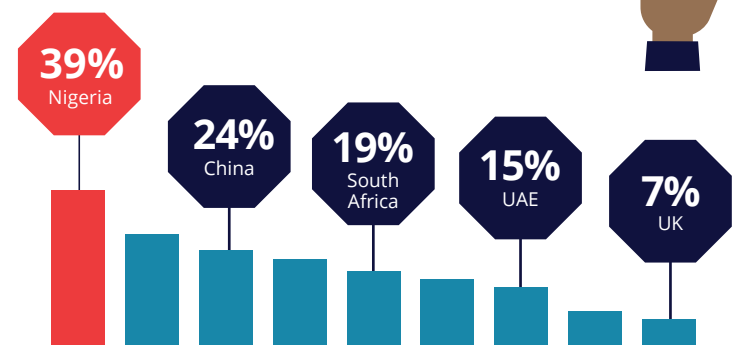
Devices used for product research



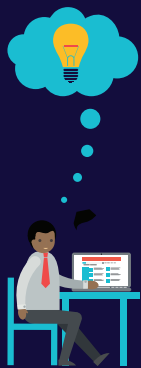
Sharing experiences

Nigerians love talking about what they've bought on social media.

I shared my last online purchase experience on social media



The Nigerian consumer has evolved. Have you?



Are you helping people throughout the purchase journey?

74% of Nigerian respondents used the internet for early inspiration and 49% to compare products during their last purchase.



Does your website work across all devices?

52% of respondents in Nigeria encounter difficulties on their smartphone when visiting websites.



Are you advertising on every screen?

61% of respondents found out about the product they last purchased on a smartphone only, 11% on a computer only.

About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 45 countries globally and will be available in over 39 languages.

Discover more insights and build your own charts at www.consumerbarometer.com

Sources

All data is from Google Consumer Barometer, 2014. Visit www.consumerbarometer.com

¹ Base: Internet users who watched online video in the past week

² The Consumer Barometer study surveyed internet users and their last purchase decisions across 10 categories: apparel, make up, cinema tickets, groceries, mobile phones, TV sets, large home appliances, hotels for leisure and flights for leisure. Respondents refers to those surveyed across these categories.

³ Internet users took action after purchasing online