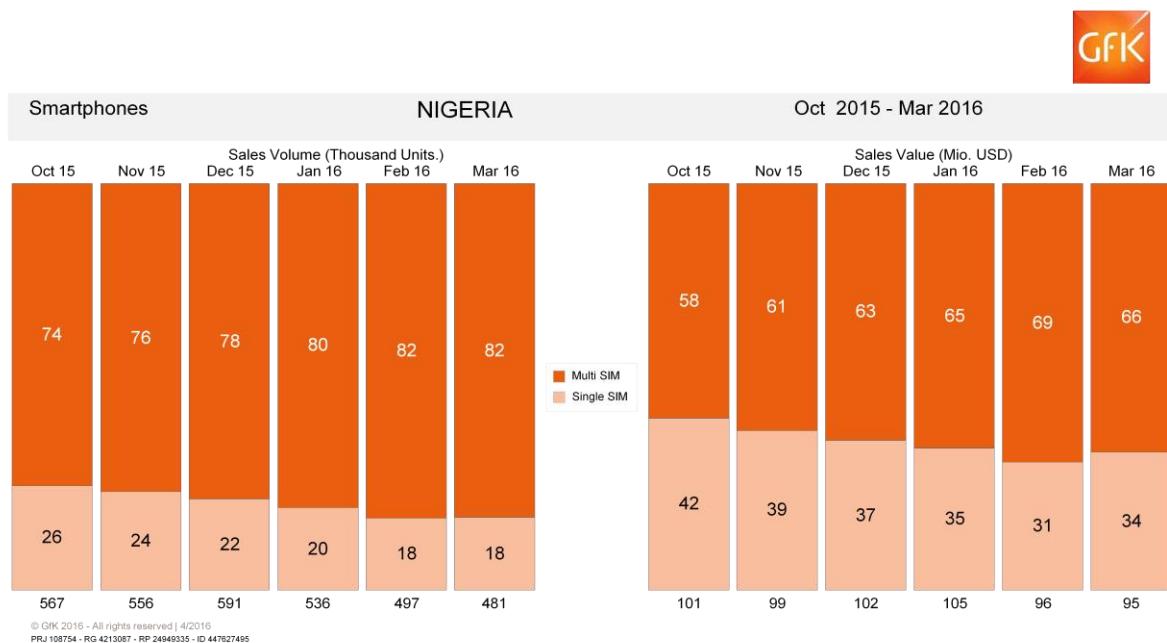


MULTI SIM SMARTPHONES IN HIGH DEMAND IN NIGERIA

To many Nigerians a smartphone is more than just another device that accomplishes certain tasks such as making or receiving calls. Nigerians actually see their smartphones as an expression of their status and lifestyle, and have constantly identified their smartphones as one thing they cannot do without.

The current trend however is to purchase multi sim devices which enables them to pack in at least two SIMS into one device. Most Nigerians desire to remain connected and within reach, however they refuse to depend on one Mobile carrier. The reason being if one particular carrier fails they can easily switch to the second one, thus remaining connected.

Figure 1 below shows the development for six months between October 2015 and March which highlights that eight out of every ten smartphones sold in Nigeria has a multi sim feature, with nearly seven out of every ten dollars spent is used to acquire these devices.



This trend is expected to continue as long as people continue to make use of more than one SIM card. This development made the average Nigerian carry around two or more phones. But with the advent of Multisim smartphones two active SIM cards could be domiciled into one phone thus making it much easier to manage.

While the market for smartphones may be declining due to the current unfavourable economic climate multisim devices continue to be in high demand. The introduction of more mid range devices too have also helped in driving the average prices for these devices down thus affecting value contributions.

This is however expected to be a temporary position if the economy witnesses growth and a stronger local currency can herald boom times once again thus making the demand to increase once again. Nigeria currently has a forty-six percent internet penetration which translates to access for

over eighty million people with most of these individual accessing the internet with their smartphones. We expect to see the demand for smartphones increase with a more stable economy.

GfK has been involved in converting mobile phones research into smart business decisions since 2008. We currently provide monthly insights on the retail developments for Smart and Mobilephones by covering forty cities of Nigeria. Please contact Kenneth Doghudje at Kenneth.doghudje@gfk.com.