



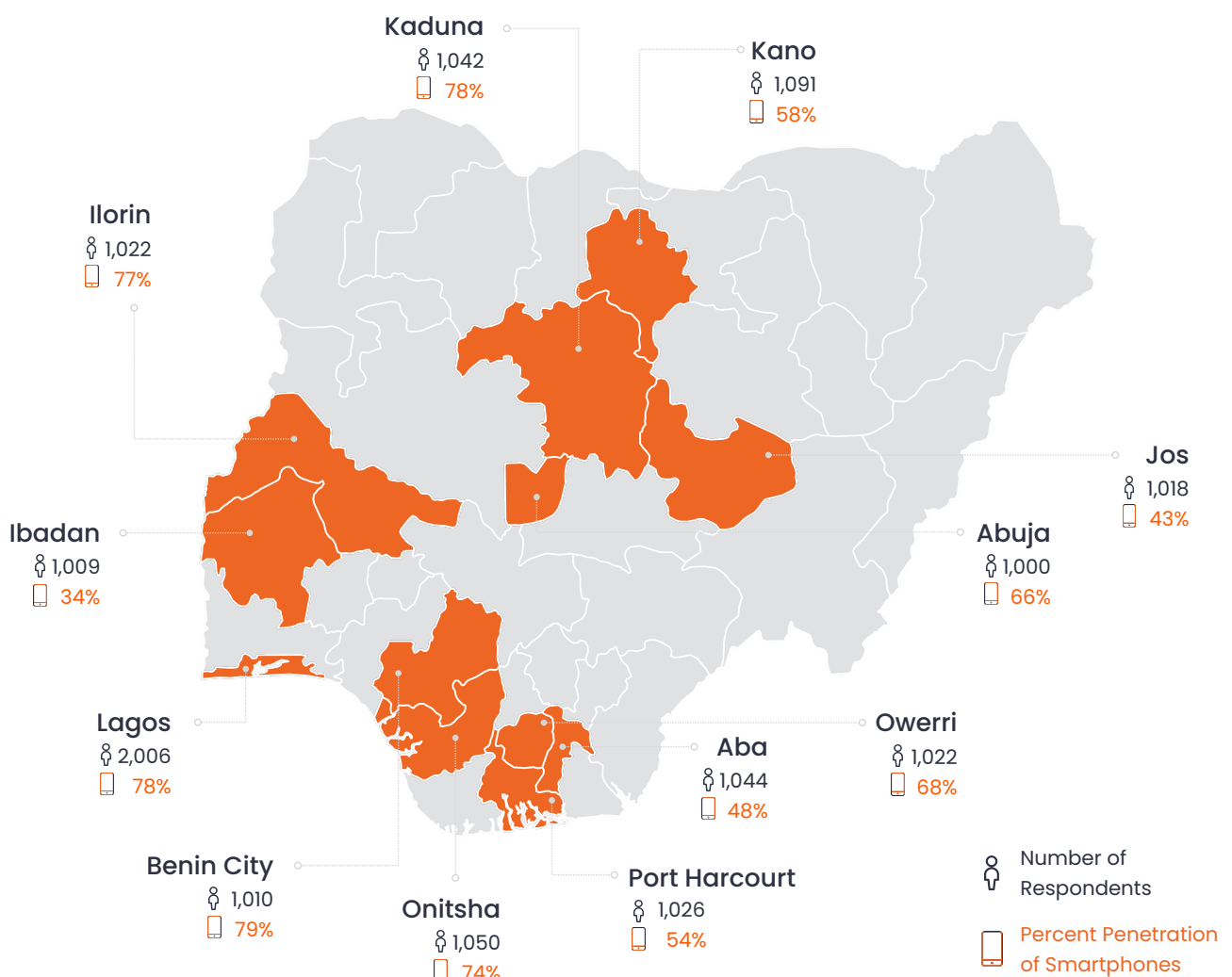
NIGERIA SMARTPHONE STUDY

MARCH 2023

Study Overview

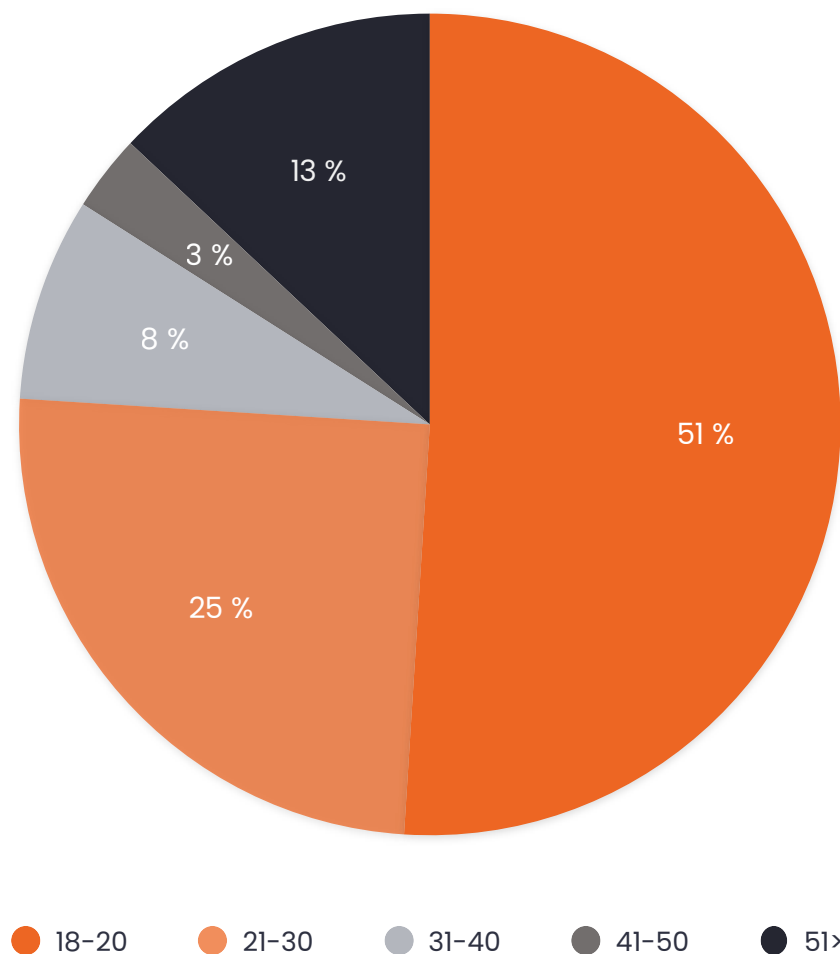
According to Statista, the number of smartphone users in Nigeria, Africa's largest economy and most populous country, is forecasted to grow to more than 140 million by 2025, amounting to 66% smartphone penetration. This would be a rapid increase from the 2021 penetration rate of 19.7% and would place Nigeria as the 9th country in the world with the highest number of smartphones. With such a large young population and high future smartphone penetration, Nigeria's tech ecosystem has become quite active and vibrant.

The Orange Business Intelligence Technology (ORBIT) team, a research and tech unit of Orange Group Nigeria, sought to assess these trends and ascertain which apps were being used with smartphones in Nigeria. Following our initial 2019 survey, which was carried out solely in Lagos, we conducted a Smartphone & Application Penetration Study in Q4 2022 in 12 cities across Nigeria.

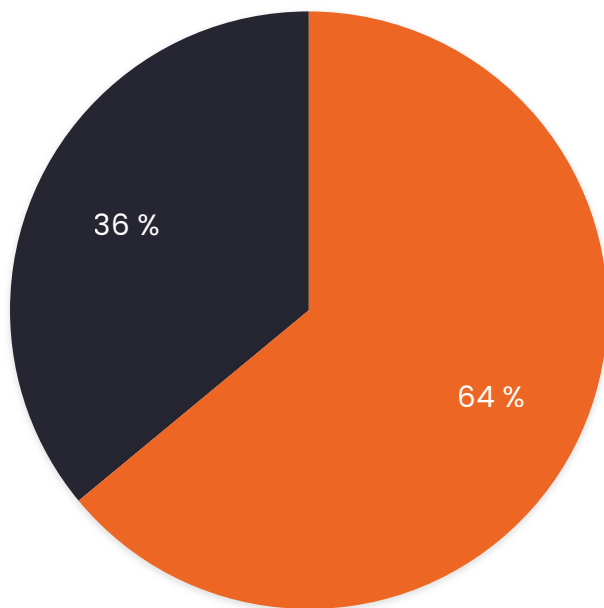


The survey was conducted through natural fallout and on-sight confirmation of phone types and applications downloaded. Interviewers were sent to each city to survey 1,000 respondents per city. Given the sheer size of Lagos, researchers increased the survey target to 2,000. ORBIT directed the team to employ natural fallout, which meant they organically surveyed individuals they met on the street. They did, however, have a respondent limit and asked that they try to get a 50/50 gender split as best they could to get a more balanced assessment. Moreover, interviewers were also instructed to visually confirm the phone type (feature vs smart), phone brand, phone operating system, and, most importantly, each app downloaded on the phone. Fifty-five interviewers and eight supervisors were engaged in the study, and 13,340 respondents were surveyed.

Age range

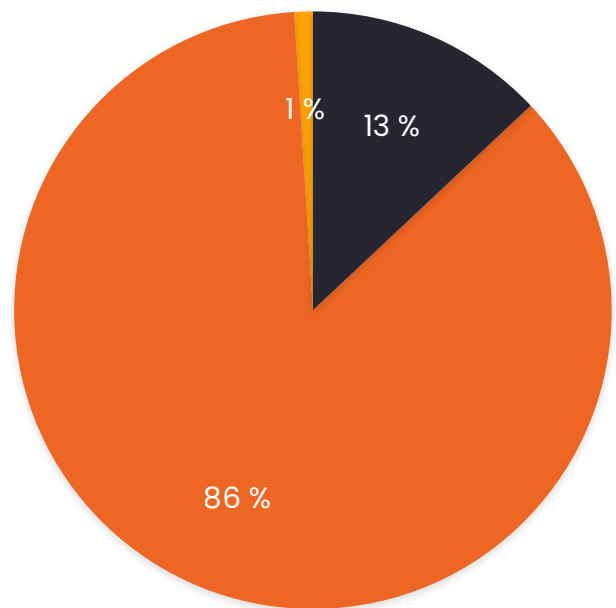


% of smartphone users VS non-smartphone users



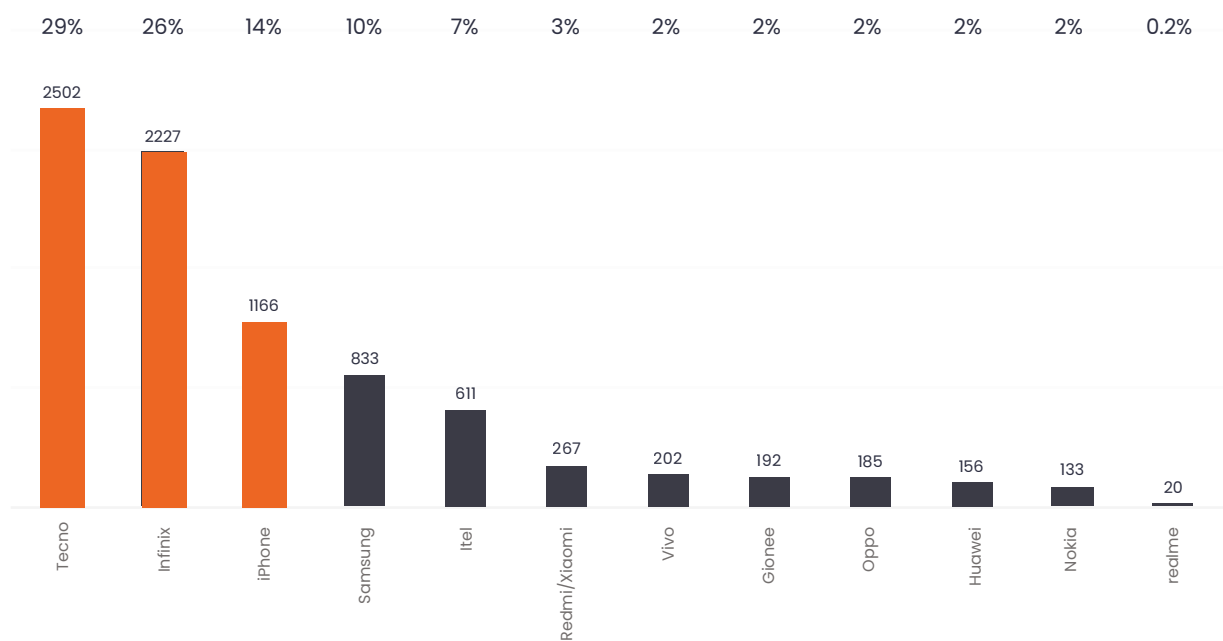
● smartphone ● non-smartphone

Type of smartphones



● iOS ● Android ● Windows

Brands of smartphones



SMARTPHONE APPS

A total of 8,578 respondents, or 64% of respondents, had smartphones, with hundreds of various apps downloaded. To streamline the analysis, 51 apps that were commonly downloaded were shortlisted. From these shortlisted apps, researchers further segmented them into 19 “Global” apps and 32 “Regional” apps, with “Regional” apps referring to those with a primary market in Africa.

Global Apps



Facebook



Twitter



WhatsApp



Instagram



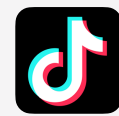
Telegram



FB Messenger



Snapchat



TikTok



YouTube



LinkedIn



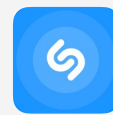
Xender



WPS office



OperaMini



Shazam



Uber



Bolt



Binance



PayPal



Pinterest

Regional Apps



Access



Alat



FirstBank



GTB



UBA



Zenith



Stanbic



Kuda



Buycoins



Yellowcard



Quidax



Bundle



Gokada



Hygeia



News Naija



Iroko tv



PiggyVest



eNaira



OPay



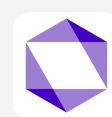
Paga



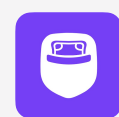
Palmpay



Nomba



Carbon



Pocket App



Aella



Fairmoney



Chipper Cash



Jiji ng



Jumia



Konga

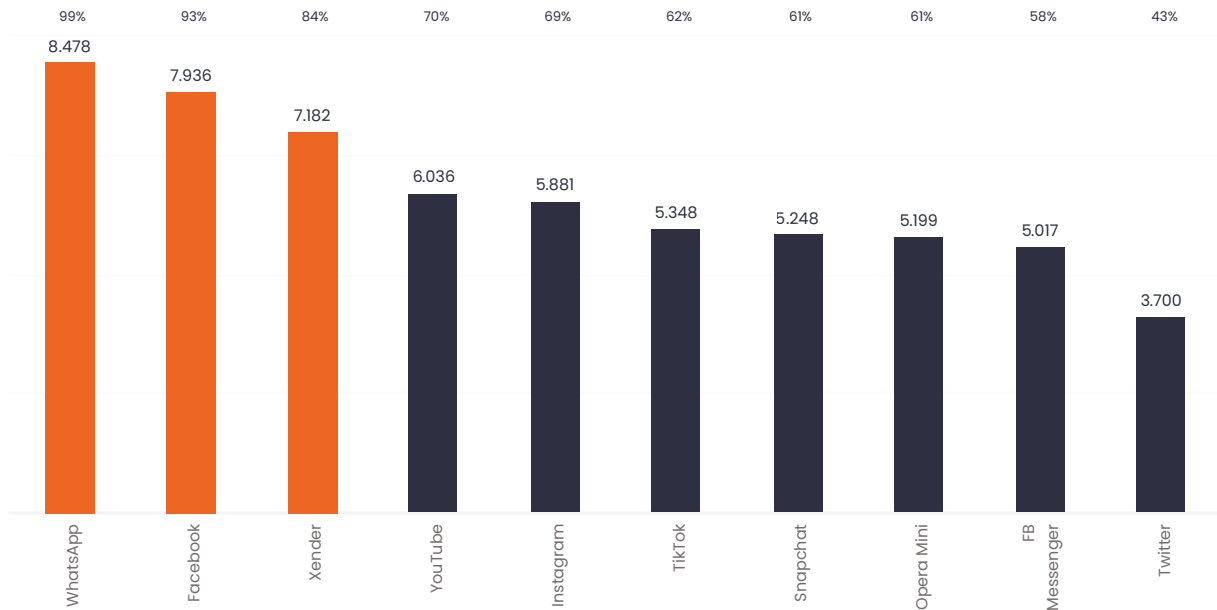


Boomplay



GLOBAL & REGIONAL APPS

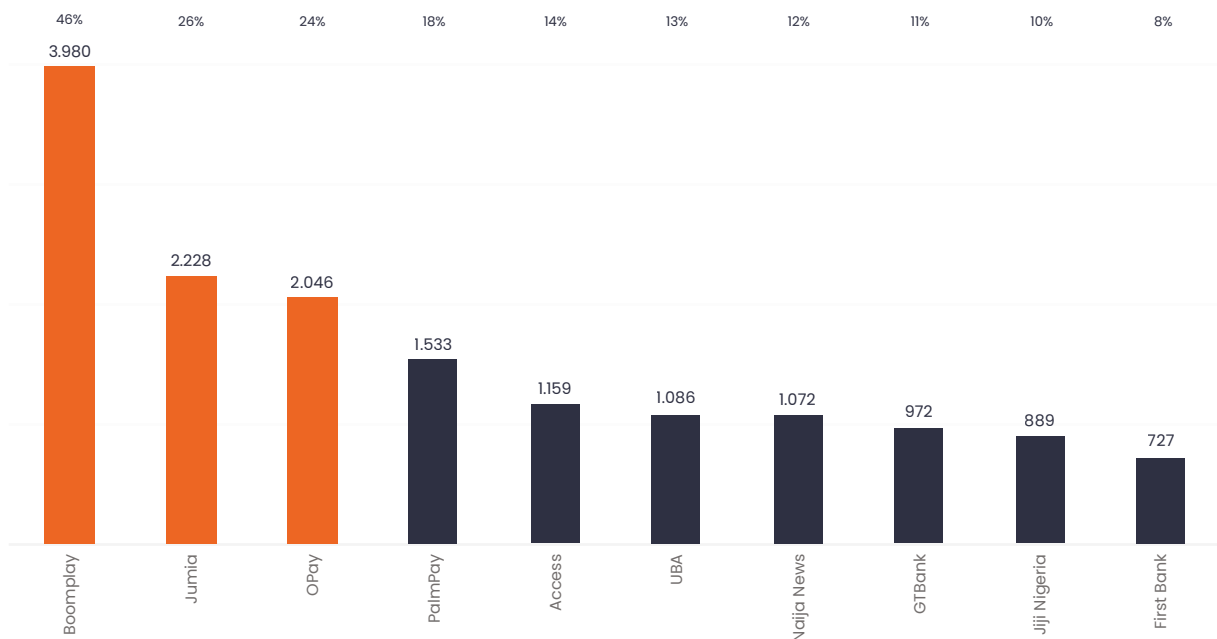
Top 10 Global Apps



CALL OUTS

- ✓ WhatsApp and Facebook were highly salient across the survey set, with over 90% penetration.
- ✓ Xender is a file-sharing app that allows users to share large files and synchronize smartphone applications with other users offline. This enables users to share content without spending money on data.
- ✓ Opera Mini is a web browser that can significantly reduce the data size of a web page to enable it to load efficiently with low network strength and data usage.

Top 10 Regional Apps

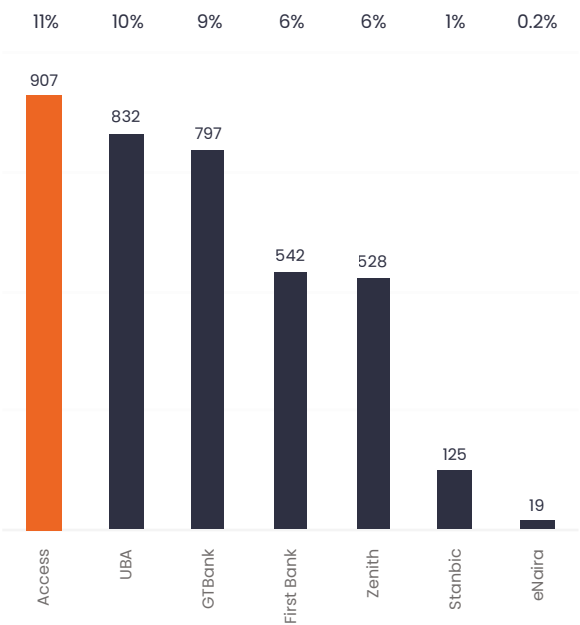


CALL OUTS

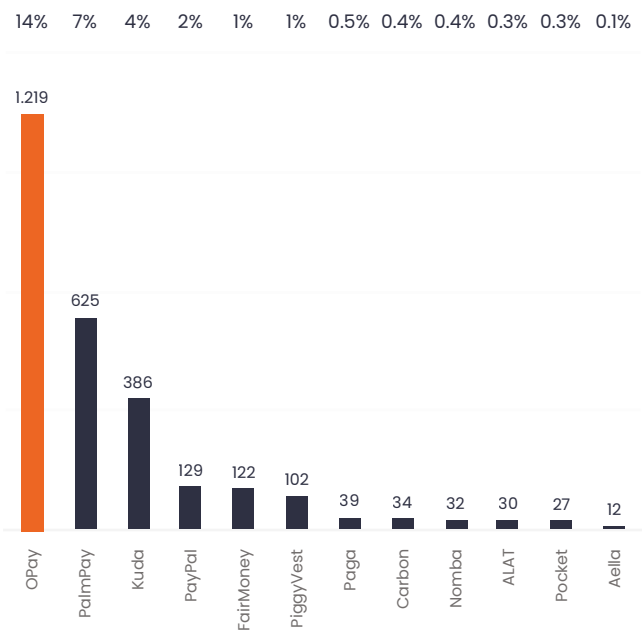
- ✓ Boomplay is a music streaming and download app owned by Transsion Holdings, a Chinese mobile phone manufacturer. Most Transsion smartphones (Techno, Infinix & Itel) are purchased with Boomplay already installed. Therefore, given the high market share of Transsion smartphones in Nigeria (62% market share), it's understandable that Boomplay is highly salient.
- ✓ OPay and PalmPay are both Chinese-owned fintech apps. OPay, also known as Operapay, became popular in 2018, offering steep discounts on its ride-hailing platform before focusing on fintech. PalmPay is a joint venture between Transsion and Netease, and similar to Boomplay, comes preinstalled in most Transsion smartphones.

BANKING AND FINTECH APPS

Banking Apps



Fintech Apps



Findings

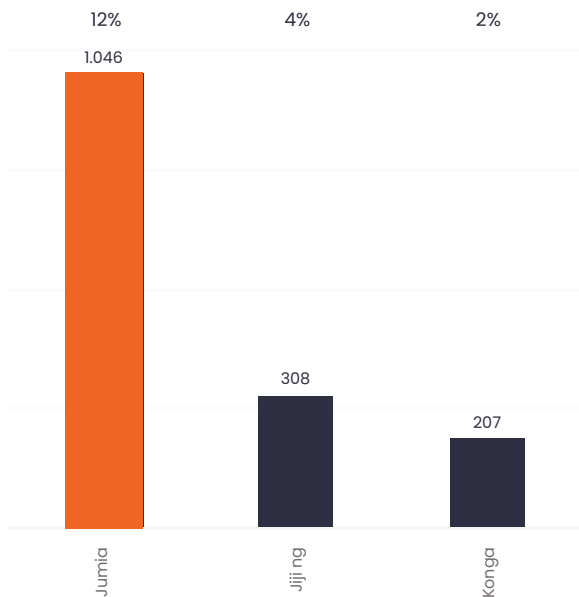
- Access Bank, UBA, and GTBank are the study set's top 3 most salient banking apps.
- Access Bank remains Nigeria's largest bank, with a total of \$17.7 billion in assets and just under 50 million customers.
- eNaira is a payment app developed by the Central Bank of Nigeria (CBN) to make its cryptocurrency more accessible to consumers. Though the app currently has limited downloads, it possesses great potential to improve Nigeria's payment infrastructure.

Findings

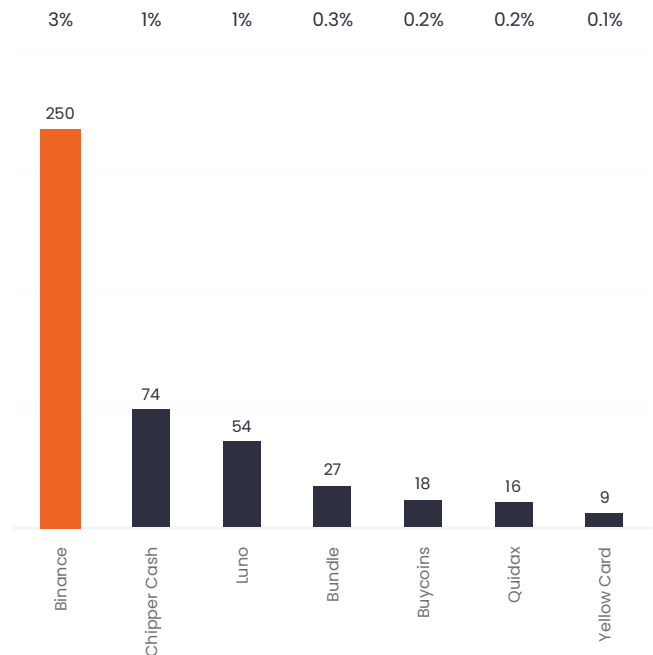
- OPay had the highest salience across fintech and banking apps. In addition to its mobile wallet, OPay offers payments and Point of Sale (POS) services.
- Kuda, a digital bank, had impressive salience, with almost four times the salience of Stanbic IBTC's banking app.

E-COMMERCE AND CRYPTOCURRENCY APPS

E-commerce Apps



Cryptocurrency Apps



Findings

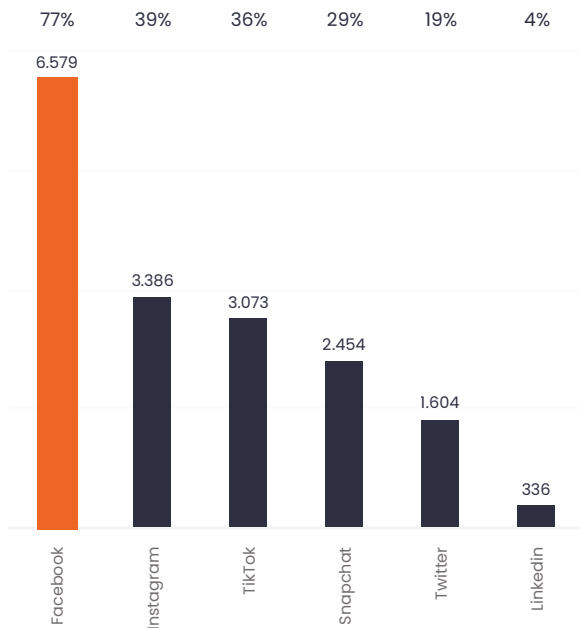
- Jumia is Africa's largest e-commerce platform. Though historically unprofitable, the company has recently pursued aggressive restructuring and cost-cutting initiatives to stem its losses.
- Jiji and Konga are e-commerce platforms founded in Nigeria in 2014 and 2012, respectively. Although Jiji expanded outside Nigeria to other African countries, Konga remains largely focused on Nigeria.

Findings

- Binance, the world's largest cryptocurrency platform, has the highest salience across the survey group.
- Although Nigeria is known to have a high adoption of crypto, researchers did observe peculiar feedback while asking respondents about cryptocurrency apps. Respondents noted that given CBN's restriction of banks and other financial institutions supporting crypto transactions, most respondents were hesitant to show their crypto apps. Moreover, some respondents recalled random police checks where police would ask to see their phones and further harass them if they found any crypto apps on their phones.

SOCIAL MEDIA AND ENTERTAINMENT APPS

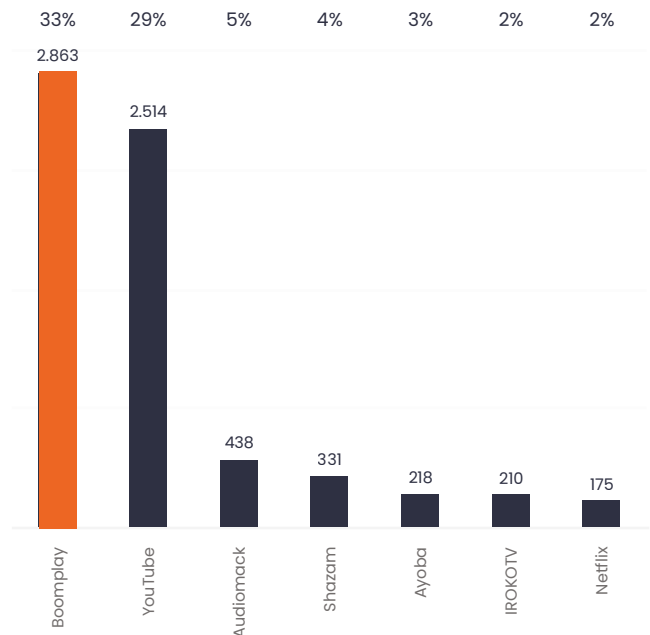
Social Media Apps



Findings

- Facebook remains the most salient across social media apps due to its low data usage.
- The study revealed a steep increase in TikTok downloads compared to the 2019 study in Lagos. Researchers believe that compared to other social media platforms, TikTok gained the most popularity in 2020 and 2021 as a result of COVID-19 lockdowns.

Entertainment Apps

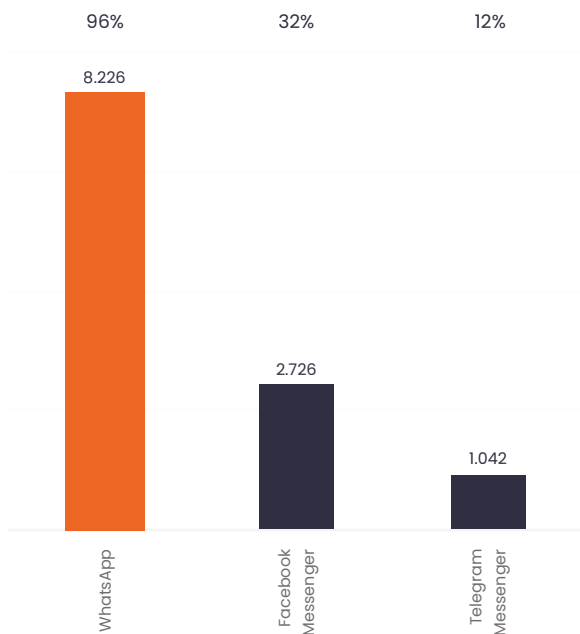


Findings

- Boomplay is most salient in the entertainment category. It offers a wide selection of Afrobeats available for streaming and downloads.
- YouTube continues to be popular, especially with its growing selection of Nigerian channels and content.
- The Ayoba app is Africa's first super app, owned by MTN, and it offers chat, calls, content sharing, music, gaming, and financial services all in one app. Established in late 2019, it currently has over 20 million users across Africa in 22 languages. It launched in Nigeria in 2020 and has rapidly grown to over 5 million users. Based on the study findings, it is a platform to watch in the future.

MESSAGING AND RIDE-HAILING APPS

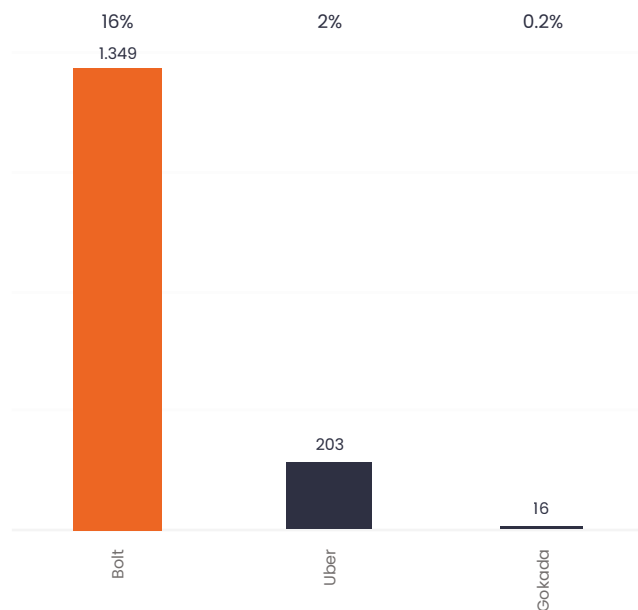
Messaging Apps



Findings

- WhatsApp dominates across all apps surveyed in the study. Given its multifunctionality, ability to use little data and large network of users, it has become almost essential to Nigerian smartphone users.

Ride-Hailing Apps

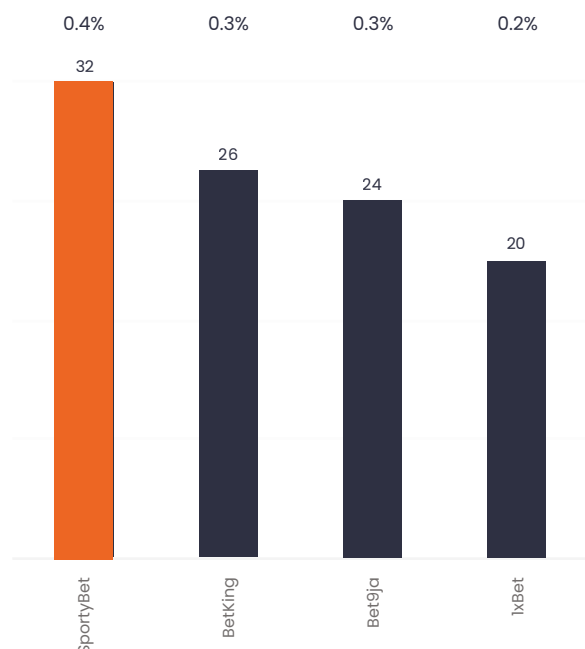


Findings

- Bolt is a European four-wheeler ride-hailing service that has become popular with Nigerians due to its better rates and efficient service compared to Uber.

BETTING APPS

Betting Apps



For more information on the report, please contact:

✉ info@orbitng.com

Findings

- The salience of betting apps was relatively low compared to the high presence of betting outlets across most cities in Nigeria. Thus, mobile betting transactions are much lower than offline betting through physical agents. The assumption can be made that the market needs time to get comfortable with online betting.





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