Marketala

Market research for Nigeria, from a simulated market informed by published evidence

SAMPLE · ÀGBỊ̀ BOX · B2C MARKET · DEEP REPORT

Àgbẹ̀ Box: market analysis

Deep analysis · 16 October 2026

Prepared 16 October 2026 | 12 sources used | Simulated results

Prepared by Marketala from a simulation of the Nigerian market, informed by published evidence. How it works and its limits are set out in the appendix (“About simulated results”).

Marketala is a product of ExperTrait Consulting and Management Limited

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About Marketala

Executive summary

We simulated how 5,138 consumers in 60 groups in Federal Capital Territory, Lagos would likely respond to Àgbè Box, covering market opportunity, customer profile / ideal customer profile, pain points, pricing research, purchase barriers, message testing.

VERDICT

Go, with changes

- About 49% of your audience are interested (4 or 5 out of 5; likely 34%–64%): moderate demand.
- About 30% would pay your proposed price or more (likely 15%–45%): moderate price fit.
- About 61% see the problem as serious (4 or 5 out of 5): strong urgency.
- The biggest obstacle is price, cited by about 71%; your plan must answer it.

Evidence scorecard: the factors behind the verdict

Factor	What the simulation shows	Rating	What it means
Demand: interested (4–5 of 5)	about 49% (likely 34%–64%)	Moderate	Real but not broad interest: start with the groups that respond best.
Price fit: would pay your price or more	about 30% (likely 15%–45%)	Moderate	Price holds for a sizeable minority: consider an entry option.
Urgency: problem is serious (4–5 of 5)	about 61% (likely 46%–76%)	Strong	A pressing need: lead with the problem you solve.
Message response: would act on it	about 57% (likely 42%–72%)	Strong	The message prompts action.

49%
of your audience are interested in the offer
4 or 5 out of 5 · likely 34%–64%

2 million
people in your places would pay 15,000 or more
Of about 6.5 million who match your audience · NBS population aged 15+

30%
would pay 15,000 or more
likely 15%–45%

61%
see the problem as serious
4 or 5 out of 5 · likely 46%–76%

Strong signal About 30% of people would pay the proposed price or more (range 15–50%). The most common maximum is 50–80% of the proposed price (about 28%).

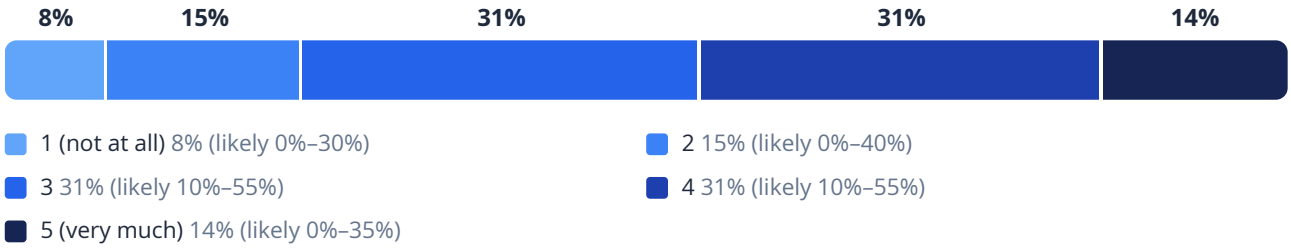
Strong signal Who usually decides on a purchase like this? Self leads clearly: about 50% (25–70%), ahead of household head at about 26%.

Strong signal How would they prefer to pay? Monthly leads clearly: about 50% (35–70%), ahead of pay as you go at about 29%.

Strong signal When would they use it? Most cited: daily routine (about 75%), family needs (about 70%), work (about 18%).

Strong signal What would hold them back? Most cited: price (about 68%), trust (about 47%), payment options (about 44%).

How well does the offer fit people in this group? SIMULATED



Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: About 46% say the offer fits them well (4 or 5 out of 5; likely 10%–90%). A moderate signal: the fit is loose: narrow the audience or adapt the offer.

The business and the decision

The business, the offer, the decision to be made and the audience this analysis covers.

Business	Àgbẹ̀ Box · Fresh food delivery
Offer	Àgbẹ̀ Box: a weekly subscription box of fresh vegetables, fruit, tubers and grains for a household of four, delivered to the door every Saturday in Lagos and Abuja. Pause or skip any week.
Price	15,000 per month
Objective	Launch, price, understand customers. Decide whether to launch in Lagos and Abuja, and at what monthly price.
Stage	Launching
Market type	Consumers (B2C)
Target	Busy working adults in Lagos and Abuja who shop for their household and want fresher food with less time at the market.
Places	Federal Capital Territory, Lagos
Consumers simulated	5,138 in 60 groups; Age: 25–50
Questions covered	Market Opportunity, Customer Profile / Ideal Customer Profile, Pain Points, Pricing Research, Purchase Barriers, Message Testing
Date	16 October 2026

The consumers and organisations in this analysis are simulated: each stands for a group in Marketala's model of the Nigerian market, not a real person or company.

Market size and opportunity

How many potential customers there are in your chosen places, how many are interested, how many could pay your price, and what that market is worth.

People aged 15 and over in Federal Capital Territory, Lagos who match your audience	about 6.5 million
Interested (4 or 5 out of 5)	about 3.1 million (likely 2.2 million–4.1 million)
Would pay 15,000 per month or more	about 2 million (likely 990,000–2.9 million)
Yearly value of that market at your price	about 350 billion

About 6.5 million people in Federal Capital Territory, Lagos match your audience, about 3.1 million of them are interested, about 2 million would pay 15,000 per month or more. If every one of those customers bought at your price, the market would be worth about 350 billion a year: that is the ceiling, not a sales forecast. Your realistic share of it is in the revenue outlook below. INTERPRETATION

From the whole market to paying customers

Stage	Share	Number
Match your audience in your places	100%	about 6.5 million
Interested (4 or 5 out of 5)	about 49%	about 3.1 million
Would pay your price or more	about 30%	about 2 million

NBS 2022 population projection (aged 15+), scaled by the share of Marketala's population model that matches your audience and places (5,138 of 100,000 profiles). Shares are simulated; numbers are those shares applied to the published count and rounded.

What you are really competing with: most people use “informal or diy” today (about 52%), then “a competitor” (about 38%). You named Open markets, Supermarkets, Other delivery apps as competitors. INTERPRETATION

Your ideal customer

Who to sell to first: the customers most likely to buy, and what matters to them.

Start with this group: Men aged 45–54, high income, urban, South West. About 75% of this group are interested, against about 49% across your whole audience. Next: Women aged 25–34, high income, urban, South West (about 70%); Women aged 45–54, high income, urban, South West (about 70%). INTERPRETATION

The customer groups that respond best

Group	Interested (4 or 5 out of 5)
Men aged 45–54, high income, urban, South West	about 75%
Women aged 25–34, high income, urban, South West	about 70%
Women aged 45–54, high income, urban, South West	about 70%
Men aged 35–44, high income, urban, South West	about 68%

Who decides	self (about 50%)
What holds them back	price (about 71%); trust (about 57%); habit (about 56%)
What they use today	informal or diy (about 52%); a competitor (about 38%)
How they prefer to pay	monthly (about 50%); pay as you go (about 29%)

Your description of the target: Busy working adults in Lagos and Abuja who shop for their household and want fresher food with less time at the market.

Pricing recommendation

Where to set your price, based on what the simulated market would pay at each price point.

Consider a price nearer 12,000 (80% of your price). About 58% would pay that, against about 30% at 15,000 per month, so the lower price is likely to bring in more revenue overall. If your costs do not allow it, keep the price and add an entry option. INTERPRETATION

What the market would pay at each price point

Price point	Price	Would pay this or more	Revenue compared with your price
Half your price	7,500	about 85%	140

Price point	Price	Would pay this or more	Revenue compared with your price
80% of your price	12,000	about 58%	151
Your proposed price	15,000	about 30%	100
120% of your price	18,000	about 12%	49
150% of your price	22,500	about 4%	19

"Revenue compared with your price" multiplies each price by the share who would pay it, with your proposed price set to 100. Shares are simulated (each within about ±15 points).

Offer "monthly" as the default way to pay (about 50% prefer it), with "pay as you go" as the alternative.

INTERPRETATION

Revenue outlook and unit economics

What revenue could look like at different levels of success, and the economics of each sale. Use these figures as planning scenarios, not forecasts.

What revenue could look like if you win a share of the customers who would pay your price

Scenario	Share won	Customers	Revenue a year
Cautious	1%	about 20,000	3.5 billion
Base	3%	about 59,000	11 billion
Ambitious	5%	about 98,000	18 billion

The shares won (1%, 3%, 5%) are planning assumptions for illustration, not simulated results. Replace them with your own sales capacity and early conversion figures.

Price	15,000 per month

Add your cost to deliver one unit to the brief to see gross margin and break-even here.

Go-to-market plan

How to take the offer to market: where to start, with whom, through which channels, and the first 90 days.

Who to target first	Men aged 45–54, high income, urban, South West
Where to start	Federal Capital Territory
Channels	Own website, WhatsApp orders, Instagram
Payment	monthly

The first 90 days

Period	Focus	Done when
Days 1–30	Pilot with 50–100 real prospects from "Men aged 45–54, high income, urban, South West" in Federal Capital Territory; test the price and lead message.	You have real interest, price and conversion figures to compare with the benchmarks below.
Days 31–60	Fix what the pilot showed, starting with price; set up "monthly" payment and the first channel (Own website).	The offer, price and channel work for the first customers.

Period	Focus	Done when
Days 61–90	Launch to the wider group, adding "Women aged 25–34, high income, urban, South West"; track cost per customer and repeat purchase.	You know what one customer costs to win and is worth.

This plan is our recommendation, built from the simulated results above.

Risks and how to reduce them

The main things that could stop customers buying, and what to do about each.

Risk register

Risk	Evidence	Level	What to do
Price	about 71% cite it	High	Offer an entry option (smaller pack, trial or starter plan) and show value per naira.
Trust	about 57% cite it	High	Build proof early: guarantees, visible reviews, referrals and a no-risk first purchase.
Habit	about 56% cite it	High	Make the first switch effortless and tie the offer to an existing routine.
Competition	about 46% cite it	Medium	Position against what customers use today with one clear reason to switch.
Demand is narrower than hoped	about 49% interested	Medium	Focus on the groups that respond best and prove demand there before widening.
Price resistance	about 30% would pay your price	Medium	Offer an entry option (smaller pack, trial or starter plan) and show value per naira.

Validation plan and KPIs

What to measure when you test this with real customers, and the simulated benchmark to compare your results against.

What to measure, and the simulated benchmark to beat

KPI	Simulated benchmark	Proceed if	How to measure
Interest rate	about 49% rate 4 or 5 out of 5	34% or more	Ask pilot prospects to rate their interest after seeing the offer.
Price acceptance	about 30% would pay 15,000 per month	15% or more	Share of prospects who accept the price (pre-order, deposit or signed quote).
Response to the message	about 57% would act	42% or more	Click-through, replies or enquiries per message sent.
Conversion to first purchase	Not simulated	Set from your pilot	Paying customers ÷ prospects reached.

If your pilot meets the "proceed if" levels, the simulation and the real market agree: scale up. If it falls short, revisit the offer, the price or the audience before spending more. INTERPRETATION

Our recommendation: what to do next

Our reading of the results as a whole: what we would do next, and why, if this were our business.

Our verdict: go, with changes. About 49% of your audience are interested (4 or 5 out of 5; likely 34%–64%): moderate demand. The clearest signal in this analysis: About 30% of people would pay the proposed price or more (range 15–50%). The most common maximum is 50–80% of the proposed price (about 28%). These results come from a simulation of the Nigerian market, so treat them as a well-informed starting point rather than a final answer. The quickest way to turn them into decisions is to test the strongest signals with real customers, in the places you plan to launch, before you commit significant money.

Next steps

1. Start with Men aged 45–54, high income, urban, South West, the group most likely to buy; prove the offer there, then widen.
2. Test a price near 12,000 against your 15,000 per month: the simulated market suggests it would bring in more revenue.
3. Answer the main obstacle, price, in the offer itself: offer an entry option (smaller pack, trial or starter plan) and show value per naira.
4. Fill the gaps this analysis did not cover (retention) with a follow-up analysis before you finalise your plan.
5. Check the strongest findings with real customers and partners in the places you plan to launch before committing a large budget.

Recommendations built by fixed rules from the results above. An adviser-written version appears when the AI writer is available.

How big the opportunity looks

The detailed evidence from here on: how interested the market is likely to be, and where interest is strongest.

Consumers · Market Opportunity. Moderate confidence. SIMULATED

How interested would people in this group be in the offer? SIMULATED



- 1 (not at all) 10% (likely 0%–25%)
- 2 16% (likely 0%–35%)
- 3 26% (likely 10%–45%)
- 4 31% (likely 15%–50%)
- 5 (very much) 18% (likely 0%–35%)

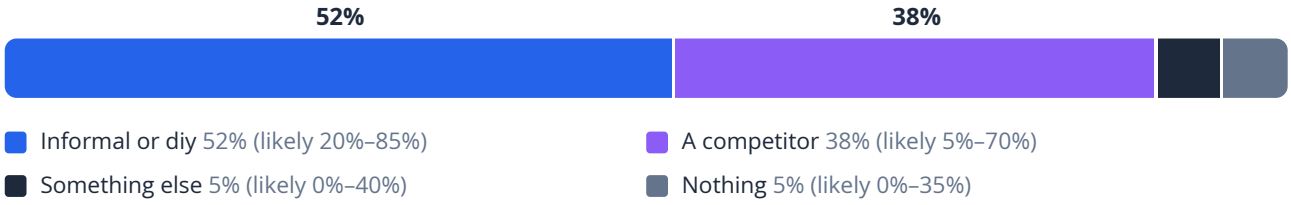
Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: About 49% are interested (4 or 5 out of 5; likely 15%–85%). A moderate signal: interest is limited: focus on the groups that respond best, or sharpen the offer.

How interested would people in this group be in the offer?: the groups that differ most from the overall answer "4" (about 31% overall)

Group	Share of your audience	Chose "4"
Men aged 35–44, low income, rural, South West	about 1%	about 6% (lower than average)
Men aged 35–44, high income, urban, North Central	about 1%	about 55% (higher than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 8% (lower than average)
Women aged 25–34, low income, rural, South West	about 1%	about 8% (lower than average)
Men aged 45–54, low income, urban, South West	about 2%	about 9% (lower than average)
Women aged 25–34, middle income, rural, North Central	about 1%	about 10% (lower than average)

What do they mostly use today for this need? SIMULATED



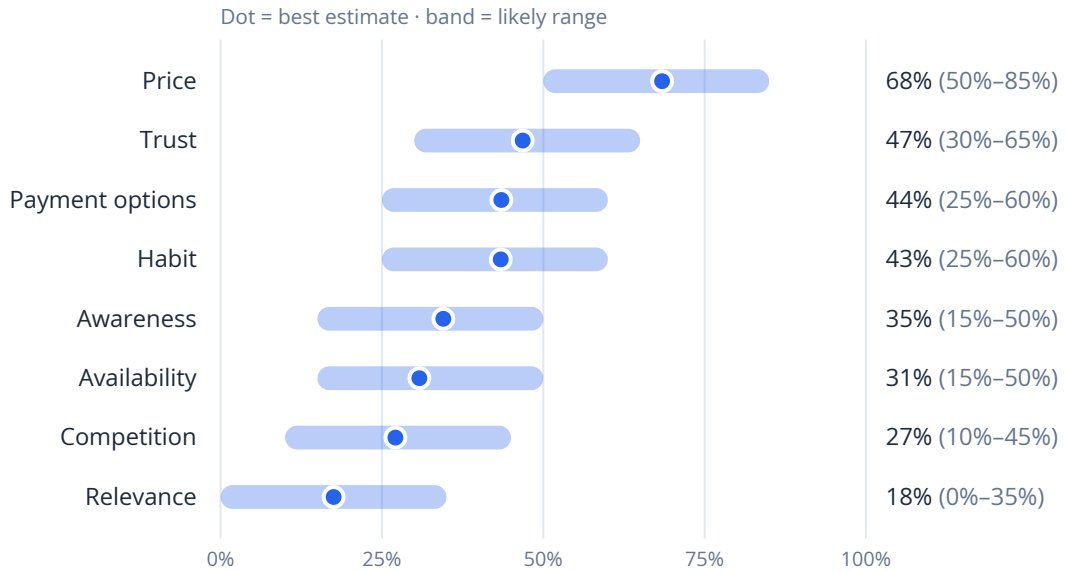
Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Most common: "Informal or diy" at about 52% (a close call with "A competitor" at about 38%). Your real competition is "informal or diy": show why you are better than it.

What do they mostly use today for this need?: the groups that differ most from the overall answer "Informal or diy" (about 52% overall)

Group	Share of your audience	Chose "Informal or diy"
Women aged 35–44, middle income, urban, North Central	about 1%	about 18% (lower than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 83% (higher than average)
Men aged 25–34, low income, rural, South West	about 1%	about 83% (higher than average)
Men aged 45–54, high income, urban, South West	about 2%	about 25% (lower than average)
Women aged 45–54, high income, urban, South West	about 2%	about 25% (lower than average)

What would hold them back? SIMULATED



Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Top answers: price (about 68%), trust (about 47%), payment options (about 44%). Your plan must answer these obstacles, starting with the first.

What would hold them back?: the groups that differ most from the overall answer "Price" (about 68% overall)

Group	Share of your audience	Chose "Price"
Women aged 45–54, high income, urban, South West	about 2%	about 45% (lower than average)
Women aged 25–34, low income, rural, North Central	about 1%	about 85% (higher than average)
Men aged 25–34, low income, rural, South West	about 1%	about 85% (higher than average)
Women aged 25–34, middle income, rural, North Central	about 1%	about 83% (higher than average)
Men aged 35–44, high income, rural, North Central	about 1%	about 55% (lower than average)
Men aged 45–54, low income, urban, South West	about 2%	about 80% (higher than average)

Strong signal What would hold them back? Most cited: price (about 68%), trust (about 47%), payment options (about 44%).

Strong signal Among the nc zone, female, middle-income, urban, aged 35-44 group of people, "informal or diy" is about 18% for "What do they mostly use today for this need?", against about 52% overall.

How your market splits into groups

Your audience splits into groups that behave differently. These are the differences that matter.

Strong signal Among the nc zone, male, middle-income, urban, aged 35-44 group of people, "self" is about 7% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, male, low-income, urban, aged 45-54 group of people, "self" is about 13% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the sw zone, female, low-income, rural, aged 25-34 group of people, "existing product" is about 4% for "How do they cope today?", against about 40% overall.

Strong signal Among the nc zone, male, middle-income, urban, aged 45-54 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the sw zone, male, low-income, rural, aged 35-44 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, female, middle-income, rural, aged 45-54 group of people, "existing product" is about 5% for "How do they cope today?", against about 40% overall.

Strong signal Among the nc zone, female, middle-income, urban, aged 35-44 group of people, "informal or diy" is about 18% for "What do they mostly use today for this need?", against about 52% overall.

Strong signal Among the nc zone, male, high-income, urban, aged 45-54 group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the the smaller groups combined group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

Who your customers are

The kinds of customers most likely to respond to your offer.

Consumers · Customer Profile / Ideal Customer Profile. Moderate confidence. SIMULATED

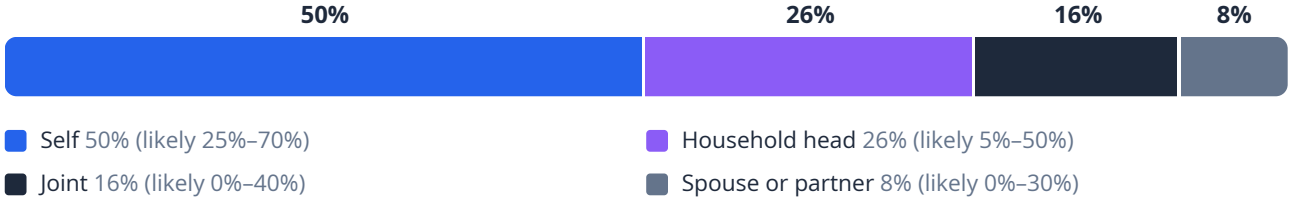
"How well does the offer fit people in this group?" is shown in the chart in the executive summary.

What this means: About 46% say the offer fits them well (4 or 5 out of 5; likely 10%–90%). A moderate signal: the fit is loose: narrow the audience or adapt the offer.

How well does the offer fit people in this group?: the groups that differ most from the overall answer "4" (about 31% overall)

Group	Share of your audience	Chose "4"
Women aged 25–34, low income, rural, North Central	about 1%	about 2% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 3% (lower than average)
Men aged 25–34, low income, rural, South West	about 1%	about 5% (lower than average)
Women aged 25–34, high income, rural, North Central	about 1%	about 5% (lower than average)
Men aged 35–44, low income, rural, North Central	about 1%	about 8% (lower than average)
Women aged 45–54, high income, urban, South West	about 2%	about 55% (higher than average)

Who usually decides on a purchase like this? SIMULATED



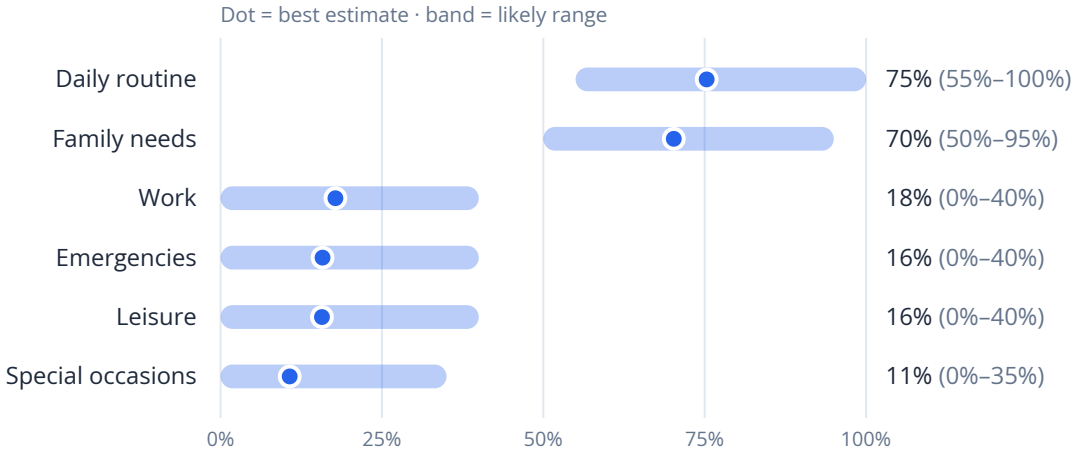
Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Most common: “Self” at about 50% (a close call with “Household head” at about 26%). Aim your marketing at “Self”, who most often decides.

Who usually decides on a purchase like this?: the groups that differ most from the overall answer “Self” (about 50% overall)

Group	Share of your audience	Chose “Self”
Men aged 35–44, middle income, urban, North Central	about 1%	about 7% (lower than average)
Men aged 45–54, low income, urban, North Central	about 1%	about 13% (lower than average)
Men aged 45–54, middle income, urban, North Central	about 1%	about 15% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 15% (lower than average)
Men aged 35–44, low income, urban, North Central	about 1%	about 18% (lower than average)
Men aged 45–54, high income, urban, North Central	about 1%	about 18% (lower than average)

When would they use it? SIMULATED



Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Top answers: daily routine (about 75%), family needs (about 70%), work (about 18%). Show the offer in these moments of use.

When would they use it?: the groups that differ most from the overall answer “Daily routine” (about 75% overall)

Group	Share of your audience	Chose “Daily routine”
Men aged 25–34, high income, rural, North Central	about 1%	about 53% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 53% (lower than average)
Men aged 25–34, high income, urban, North Central	about 1%	about 75% (lower than average)

Strong signal Who usually decides on a purchase like this? Self leads clearly: about 50% (25–70%), ahead of household head at about 26%.

Strong signal When would they use it? Most cited: daily routine (about 75%), family needs (about 70%), work (about 18%).

Strong signal Among the nc zone, male, middle-income, urban, aged 35-44 group of people, "self" is about 7% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, male, low-income, urban, aged 45-54 group of people, "self" is about 13% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, male, middle-income, urban, aged 45-54 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the sw zone, male, low-income, rural, aged 35-44 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, male, high-income, urban, aged 45-54 group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

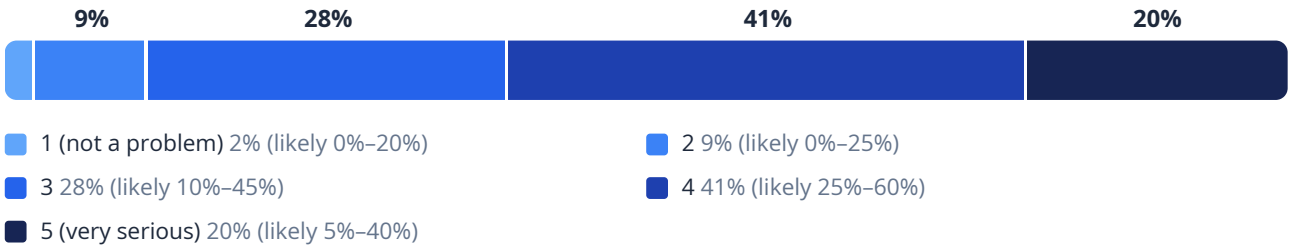
Strong signal Among the the smaller groups combined group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

Problems they want solved

The problems your audience most wants solved.

Consumers · Pain Points. Moderate confidence. SIMULATED

How serious is the problem the offer addresses for this group? SIMULATED



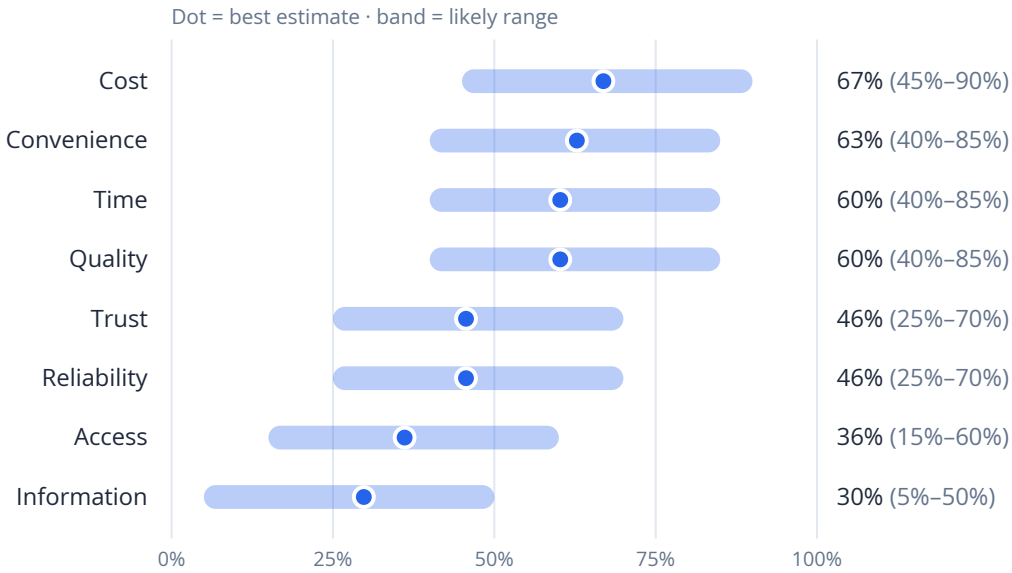
Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: About 61% see the problem as serious (4 or 5 out of 5; likely 30%–100%). A pressing problem: lead your marketing with it.

How serious is the problem the offer addresses for this group?: the groups that differ most from the overall answer "4" (about 41% overall)

Group	Share of your audience	Chose "4"
Men aged 25–34, middle income, rural, North Central	about 1%	about 14% (lower than average)
Women aged 45–54, low income, urban, North Central	about 1%	about 60% (higher than average)
Men aged 35–44, low income, rural, South West	about 1%	about 23% (lower than average)
Women aged 35–44, middle income, rural, South West	about 1%	about 25% (lower than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 28% (lower than average)
Men aged 35–44, high income, rural, South West	about 1%	about 28% (lower than average)

Which frustrations do they feel most? SIMULATED



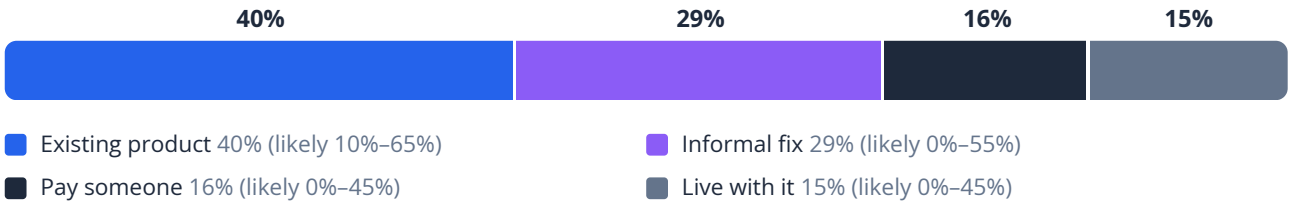
Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Top answers: cost (about 67%), convenience (about 63%), time (about 60%). Lead with the pains at the top: they are what customers want solved.

Which frustrations do they feel most?: the groups that differ most from the overall answer "Cost" (about 67% overall)

Group	Share of your audience	Chose "Cost"
Men aged 45–54, high income, urban, North Central	about 1%	about 40% (lower than average)
Women aged 25–34, high income, urban, North Central	about 1%	about 45% (lower than average)
Women aged 25–34, high income, rural, North Central	about 1%	about 45% (lower than average)
Women aged 35–44, middle income, rural, South West	about 1%	about 83% (higher than average)
Women aged 25–34, low income, rural, South West	about 1%	about 80% (higher than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 75% (higher than average)

How do they cope today? SIMULATED



Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: Most common: "Existing product" at about 40% (a close call with "Informal fix" at about 29%). Today most "existing product": your offer must beat that on cost and ease.

How do they cope today?: the groups that differ most from the overall answer "Existing product" (about 40% overall)

Group	Share of your audience	Chose "Existing product"

Group	Share of your audience	Chose “Existing product”
Women aged 25–34, low income, rural, South West	about 1%	about 4% (lower than average)
Women aged 45–54, middle income, rural, North Central	about 1%	about 5% (lower than average)
Men aged 25–34, low income, rural, North Central	about 1%	about 8% (lower than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 8% (lower than average)
Men aged 35–44, low income, rural, North Central	about 1%	about 10% (lower than average)
Women aged 35–44, low income, rural, South West	about 1%	about 10% (lower than average)

Strong signal Among the sw zone, female, low-income, rural, aged 25-34 group of people, "existing product" is about 4% for "How do they cope today?", against about 40% overall.

Strong signal Among the nc zone, female, middle-income, rural, aged 45-54 group of people, "existing product" is about 5% for "How do they cope today?", against about 40% overall.

What stops them buying

What would most likely stop them from buying.

Consumers · Purchase Barriers. Moderate confidence. SIMULATED

What would stop them from buying?

Answer	Share	Likely range
Price	about 71%	50–95%
Trust	about 57%	35–80%
Habit	about 56%	35–80%
Competition	about 46%	25–70%
Payment options	about 45%	25–70%
Awareness	about 42%	20–65%
Availability	about 29%	5–50%
Relevance	about 22%	0–45%

What this means: Top answers: price (about 71%), trust (about 57%), habit (about 56%). Your plan must answer these obstacles, starting with the first.

What would stop them from buying?: the groups that differ most from the overall answer “Price” (about 71% overall)

Group	Share of your audience	Chose “Price”
Men aged 45–54, high income, urban, North Central	about 1%	about 45% (lower than average)
Men aged 25–34, middle income, rural, South West	about 1%	about 53% (lower than average)
Women aged 45–54, high income, urban, South West	about 2%	about 55% (lower than average)
Men aged 25–34, low income, rural, North Central	about 1%	about 85% (higher than average)
Women aged 25–34, low income, rural, South West	about 1%	about 58% (lower than average)
Women aged 25–34, middle income, rural, North Central	about 1%	about 83% (higher than average)

How hard would it be to overcome these obstacles?

Answer	Share	Likely range
1 (easy)	about 6%	0–25%
2	about 13%	0–30%
3	about 32%	15–50%
4	about 33%	15–50%
5 (very hard)	about 17%	0–35%

What this means: About 50% find the obstacles hard to overcome (4 or 5 out of 5; likely 15%–85%). Obstacles are serious: address them in the offer itself.

How hard would it be to overcome these obstacles?: the groups that differ most from the overall answer "4" (about 33% overall)

Group	Share of your audience	Chose "4"
Men aged 25–34, low income, rural, South West	about 1%	about 50% (higher than average)
Men aged 45–54, high income, urban, North Central	about 1%	about 23% (lower than average)
Men aged 35–44, low income, rural, North Central	about 1%	about 43% (higher than average)
Men aged 35–44, low income, rural, South West	about 1%	about 40% (higher than average)
Men aged 25–34, middle income, rural, South West	about 1%	about 30% (lower than average)
Women aged 25–34, low income, rural, North Central	about 1%	about 35% (higher than average)

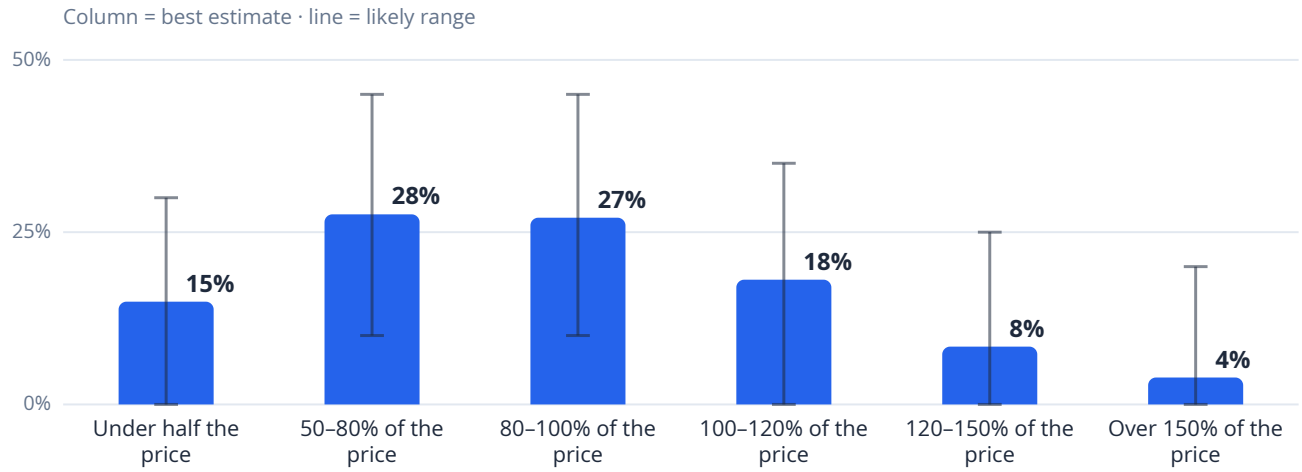
Strong signal What would stop them from buying? Most cited: price (about 71%), trust (about 57%), habit (about 56%).

What they would pay, and how

How much they would likely pay, how much price matters, and how they would prefer to pay.

Consumers · Pricing Research. Moderate confidence. SIMULATED

What is the most they would pay? SIMULATED



Simulated answers of 5,138 consumers (moderate confidence). Evidence: 12 sources (see the appendix).

What this means: About 30% would pay your proposed price or more. The most common maximum is "50–80% of the price" (about 28%), so most of the market sits below your price: test a lower price or an entry option.

What is the most they would pay?: the groups that differ most from the overall answer "50–80% of the price" (about 28% overall)

Group	Share of your audience	Chose "50–80% of the price"
Men aged 35–44, high income, rural, North Central	about 1%	about 13% (lower than average)
Women aged 25–34, low income, rural, South West	about 1%	about 40% (higher than average)
Men aged 25–34, low income, rural, North Central	about 1%	about 35% (higher than average)
Women aged 25–34, low income, urban, North Central	about 1%	about 33% (higher than average)
Women aged 35–44, low income, urban, North Central	about 1%	about 30% (higher than average)
Women aged 25–34, low income, rural, North Central	about 1%	about 30% (higher than average)

How much does price decide whether they buy?

Answer	Share	Likely range
1 (barely)	about 5%	0–25%
2	about 13%	0–30%
3	about 29%	10–45%
4	about 33%	15–50%
5 (completely)	about 20%	0–35%

What this means: About 53% say price matters a lot (4 or 5 out of 5; likely 15%–85%). Price is a deciding factor: keep an entry option.

How much does price decide whether they buy?: the groups that differ most from the overall answer "4" (about 33% overall)

Group	Share of your audience	Chose "4"
Men aged 45–54, middle income, rural, North Central	about 1%	about 50% (higher than average)
Women aged 25–34, low income, rural, South West	about 1%	about 40% (higher than average)
Women aged 45–54, low income, urban, North Central	about 1%	about 28% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 28% (lower than average)
Women aged 35–44, low income, rural, North Central	about 1%	about 39% (higher than average)
Women aged 35–44, low income, rural, South West	about 1%	about 38% (higher than average)

How would they prefer to pay?

Answer	Share	Likely range
Monthly	about 50%	35–70%
Pay as you go	about 29%	10–45%
Instalments	about 13%	0–30%
One off	about 9%	0–25%

What this means: Most common: “Monthly” at about 50% (a close call with “Pay as you go” at about 29%). Offer “Monthly” as the default way to pay.

How would they prefer to pay?: the groups that differ most from the overall answer “Monthly” (about 50% overall)

Group	Share of your audience	Chose “Monthly”
Women aged 35–44, low income, rural, North Central	about 1%	about 21% (lower than average)
Women aged 25–34, middle income, rural, North Central	about 1%	about 25% (lower than average)
Women aged 25–34, low income, rural, North Central	about 1%	about 30% (lower than average)
Women aged 45–54, middle income, urban, North Central	about 1%	about 30% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 30% (lower than average)
Women aged 25–34, low income, urban, North Central	about 1%	about 33% (lower than average)

Strong signal About 30% of people would pay the proposed price or more (range 15–50%). The most common maximum is 50–80% of the proposed price (about 28%).

Strong signal How would they prefer to pay? Monthly leads clearly: about 50% (35–70%), ahead of pay as you go at about 29%.

Which messages work

Which messages and ideas land best.

Consumers · Message Testing. Moderate confidence. SIMULATED

How appealing is the main message?

Answer	Share	Likely range
1 (not at all)	about 14%	0–30%
2	about 20%	5–40%
3	about 31%	15–50%
4	about 25%	10–45%
5 (very much)	about 11%	0–30%

What this means: About 36% like the message (4 or 5 out of 5; likely 10%–75%). A moderate signal: the message needs rework before you spend on media.

How appealing is the main message?: the groups that differ most from the overall answer “3” (about 31% overall)

Group	Share of your audience	Chose “3”
Men aged 35–44, low income, rural, South West	about 1%	about 13% (lower than average)
Men aged 45–54, middle income, rural, North Central	about 1%	about 18% (lower than average)
Men aged 25–34, low income, urban, South West	about 6%	about 20% (lower than average)
Men aged 25–34, middle income, rural, North Central	about 1%	about 20% (lower than average)
Men aged 25–34, low income, rural, North Central	about 1%	about 20% (lower than average)

Group	Share of your audience	Chose “3”
Women aged 25–34, middle income, rural, North Central	about 1%	about 20% (lower than average)

How believable is it?

Answer	Share	Likely range
1 (not at all)	about 9%	0–25%
2	about 20%	5–40%
3	about 37%	20–55%
4	about 27%	10–45%
5 (very much)	about 7%	0–25%

What this means: About 34% believe the message (4 or 5 out of 5; likely 10%–70%). A moderate signal: back the claims with proof.

How believable is it?: the groups that differ most from the overall answer “3” (about 37% overall)

Group	Share of your audience	Chose “3”
Men aged 45–54, middle income, rural, North Central	about 1%	about 23% (lower than average)
Men aged 25–34, middle income, rural, North Central	about 1%	about 25% (lower than average)
Women aged 35–44, low income, rural, South West	about 1%	about 30% (lower than average)
Men aged 45–54, high income, urban, North Central	about 1%	about 30% (lower than average)
Men aged 35–44, low income, rural, South West	about 1%	about 30% (lower than average)
Men aged 25–34, low income, urban, South West	about 6%	about 33% (lower than average)

What would most people in this group do after seeing it?

Answer	Share	Likely range
Ignore	about 43%	25–60%
Learn more	about 41%	25–60%
Share	about 8%	0–25%
Buy	about 7%	0–25%

What this means: Most common: “Ignore” at about 43% (a close call with “Learn more” at about 41%). After seeing the message, most would “ignore”: design the next step for that.

What would most people in this group do after seeing it?: the groups that differ most from the overall answer “Ignore” (about 43% overall)

Group	Share of your audience	Chose “Ignore”
Men aged 35–44, high income, rural, North Central	about 1%	about 70% (higher than average)
Women aged 35–44, high income, urban, South West	about 3%	about 18% (lower than average)
Men aged 45–54, middle income, rural, North Central	about 1%	about 68% (higher than average)
Men aged 25–34, middle income, rural, North Central	about 1%	about 65% (higher than average)
Men aged 35–44, low income, rural, South West	about 1%	about 65% (higher than average)
Women aged 45–54, high income, urban, South West	about 2%	about 23% (lower than average)

How to reach them

What the results suggest for each step of taking the offer to market, and where we lack evidence.

Consumers (B2C)

Target	How well does the offer fit people in this group? About 46% of people answer 4 or 5 ("very much" end of the scale).
Decision unit	Who usually decides on a purchase like this? Self leads clearly: about 50% (25–70%), ahead of household head at about 26%.
Need	Which frustrations do they feel most? Most cited: cost (about 67%), convenience (about 63%), time (about 60%). The leading reasons are close; treat the order as a lean. How serious is the problem the offer addresses for this group? About 61% of people answer 4 or 5 ("very serious" end of the scale). How do they cope today? No single answer leads clearly: existing product (about 40%) and informal fix (about 29%) are within the ranges of each other. How interested would people in this group be in the offer? About 49% of people answer 4 or 5 ("very much" end of the scale). What do they mostly use today for this need? No single answer leads clearly: informal or diy (about 52%) and a competitor (about 38%) are within the ranges of each other.
Discovery	What would most people in this group do after seeing it? No single answer leads clearly: ignore (about 43%) and learn more (about 41%) are within the ranges of each other.
Evaluation	How believable is it? About 34% of people answer 4 or 5 ("very much" end of the scale).
Purchase	About 30% of people would pay the proposed price or more (range 15–50%). The most common maximum is 50–80% of the proposed price (about 28%). How would they prefer to pay? Monthly leads clearly: about 50% (35–70%), ahead of pay as you go at about 29%. What would stop them from buying? Most cited: price (about 71%), trust (about 57%), habit (about 56%). What would hold them back? Most cited: price (about 68%), trust (about 47%), payment options (about 44%).
Adoption	When would they use it? Most cited: daily routine (about 75%), family needs (about 70%), work (about 18%).

Not covered by this analysis: Retention. Adding more research questions to the brief would cover them.

Appendix

How the figures were worked out, the sources behind them and what to keep in mind.

All findings

Every finding from this analysis, strongest first.

Strong signal About 30% of people would pay the proposed price or more (range 15–50%). The most common maximum is 50–80% of the proposed price (about 28%).

Strong signal Who usually decides on a purchase like this? Self leads clearly: about 50% (25–70%), ahead of household head at about 26%.

Strong signal How would they prefer to pay? Monthly leads clearly: about 50% (35–70%), ahead of pay as you go at about 29%.

Strong signal When would they use it? Most cited: daily routine (about 75%), family needs (about 70%), work (about 18%).

Strong signal What would hold them back? Most cited: price (about 68%), trust (about 47%), payment options (about 44%).

Strong signal What would stop them from buying? Most cited: price (about 71%), trust (about 57%), habit (about 56%).

Strong signal Among the nc zone, male, middle-income, urban, aged 35-44 group of people, "self" is about 7% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, male, low-income, urban, aged 45-54 group of people, "self" is about 13% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the sw zone, female, low-income, rural, aged 25-34 group of people, "existing product" is about 4% for "How do they cope today?", against about 40% overall.

Strong signal Among the nc zone, male, middle-income, urban, aged 45-54 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the sw zone, male, low-income, rural, aged 35-44 group of people, "self" is about 15% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the nc zone, female, middle-income, rural, aged 45-54 group of people, "existing product" is about 5% for "How do they cope today?", against about 40% overall.

Strong signal Among the nc zone, female, middle-income, urban, aged 35-44 group of people, "informal or diy" is about 18% for "What do they mostly use today for this need?", against about 52% overall.

Strong signal Among the nc zone, male, high-income, urban, aged 45-54 group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

Strong signal Among the the smaller groups combined group of people, "self" is about 18% for "Who usually decides on a purchase like this?", against about 50% overall.

Findings are read from the simulated results by fixed rules. A strong signal is bigger than the uncertainty in the figures; an early signal is not, so treat it as a lead to check.

How we worked this out

How the simulated market was built and how the figures were worked out.

We built the audience from Marketala's model of the Nigerian market, which is based on published statistics, and grouped it into 60 consumer groups. Each group answered the same fixed questions through an AI model, using a small sample of its members, 2 times over. We checked the answers and combined them in code: organisations count in proportion to the real organisations they stand for, and consumers as shares of the audience.

Every figure comes with a likely range (for example “about 40%, likely 30–50%”). The range shows how much the simulated answers varied, plus an allowance for model error; it is not a survey margin of error.

Sources

1. **NBS Demographic Statistics Bulletin 2022 — Annex 3: Nigeria projected population by age group and sex (2022)**
   National Bureau of Statistics · 2023-12-01 · strength A (Authoritative) · https://www.nigerianstat.gov.ng/pdfuploads/DEMOGRAPHIC_BULLETIN_2022_FINAL.pdf
   Supports: Age, Gender. Limitations: Projections from the 2006 census; national only. Publication month (December 2023) is stated on the cover; the day is not, and is recorded as the 1st.
2. **Nigeria Demographic and Health Survey 2018 — State and zone indicators (DHS Program API, survey NG2018DHS)**
   National Population Commission · 2019-10-01 · strength A (Authoritative) · https://api.dhsprogram.com/rest/dhs/surveys?surveyIds=NG2018DHS&f=json
   Supports: Age, Employment status, Highest education. Limitations: Sample survey: State-level estimates have much wider confidence intervals than national ones (about 1,000 households per State). Individual indicators cover women 15-49 and men 15-59 only, not all adults. Region values are published by DHS; no values are computed by Marketala. Marital-status distributions are not published below national level and are not loaded. Fieldwork in 2018: values predate later economic and digital changes.
3. **Nigeria Demographic and Health Survey 2023-24 — State and zone indicators (DHS Program API, survey NG2024DHS)**
   National Population Commission · 2025-10-15 · strength A (Authoritative) · https://api.dhsprogram.com/rest/dhs/surveys?surveyIds=NG2024DHS&f=json
   Supports: Age, Employment status, Highest education. Limitations: Sample survey: State-level estimates have much wider confidence intervals than national ones (about 1,000 households per State). Individual indicators cover women 15-49 and men 15-59 only, not all adults. Region values are published by DHS; no values are computed by Marketala. Marital-status distributions are not published below national level and are not loaded. Not every indicator in this list is published for this round; missing indicators are simply absent.

4. **Nigeria DHS 2024 Final Report (FR395) — Table A.1: Distribution of residential households by state and type of residence (2023 NPHC EA frame)**

   National Population Commission · 2025-10-01 · strength A (Authoritative) · https://dhsprogram.com/publications/publication-FR395-DHS-Final-Reports.cfm

   Supports: Urban/rural. Limitations: Counts households, not persons (urban households are slightly smaller than rural ones, so the urban share of persons is a little lower). Urban/rural follows the NPC frame classification, not the UN degree-of-urbanisation used by WDI. Frame counts, not census results. Publication month (October 2025) is stated on the DHS publication page; the day is recorded as the 1st.

5. **World Development Indicators — Labor force participation rate, total (% of total population ages 15+) (modeled ILO estimate) [SL.TLF.CACT.ZS], Nigeria**

   World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SL.TLF.CACT.ZS?locations=NG

   Supports: Employment status. Limitations: ILO modelled estimate; participation includes informal work. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

6. **World Development Indicators — Literacy rate, adult total (% of people ages 15 and above) [SE.ADT.LITR.ZS], Nigeria**

   World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=NG

   Supports: Highest education. Limitations: Very sparse (3 points 2016-2024) and derived from different survey instruments, so the trend is not reliable. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

7. **World Development Indicators — Population ages 0-14 (% of total population) [SP.POP.0014.TO.ZS], Nigeria**

   World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SP.POP.0014.TO.ZS?locations=NG

   Supports: Age. Limitations: Modelled age structure; no recent census benchmark. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

8. **World Development Indicators — Population ages 15-64 (% of total population) [SP.POP.1564.TO.ZS], Nigeria**

   World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SP.POP.1564.TO.ZS?locations=NG

   Supports: Age. Limitations: Modelled age structure; no recent census benchmark. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

9. **World Development Indicators — Population ages 65 and above (% of total population) [SP.POP.65UP.TO.ZS], Nigeria**

   World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SP.POP.65UP.TO.ZS?locations=NG

   Supports: Age. Limitations: Modelled age structure; no recent census benchmark. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

10. **World Development Indicators — Population, female (% of total population) [SP.POP.TOTL.FE.ZS], Nigeria**

    World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS?locations=NG

    Supports: Gender. Limitations: Modelled estimate derived from projections, not a recent enumeration. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

11. **World Development Indicators — Unemployment, total (% of total labor force) (modeled ILO estimate) [SL.UEM.TOTL.ZS], Nigeria**

    World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SL.UEM.TOTL.ZS?locations=NG

    Supports: Employment status. Limitations: ILO modelled estimate using the international definition; differs materially from older NBS national unemployment figures and hides high underemployment and informality. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

12. **World Development Indicators — Urban population (% of total population) [SP.URB.TOTL.IN.ZS], Nigeria**

    World Bank · 2026-07-13 · strength B (Strong) · https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS?locations=NG

    Supports: Urban/rural. Limitations: Uses the national definition of urban areas and is smoothed by the UN; not comparable with locality-level urban classifications. National-level only: cannot by itself describe State or LGA differences. Values are revised in later World Development Indicators releases; always cite the version retrieved.

Attributes without a source are model assumptions, labelled as such in the population model; they are not listed here.

Limits of this analysis

What to keep in mind when using these results.

These results come from a simulation informed by published evidence, not from a survey of real people. Consumer results are shares of the audience, not head counts. Links between organisations and the consumers they serve are simulated too.

Limit 1	Answers varied noticeably between repeat runs
Limit 2	Some attributes used are model assumptions rather than evidence

About simulated results

Synthetic persona and organisation interactions in this report are model simulations informed by Marketala's evidence base. They are not equivalent to direct interviews or statistically representative surveys unless validated primary research has been separately incorporated. Synthetic personas and organisations are not real people or real companies.

Reference: 059cdb70

About Marketala

Marketala

Marketala is a product of ExperTrait Consulting and Management Limited.

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