

# MARKET REPORT



2020 Emerging Markets of Ibadan, Oyo State

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BUSINESS SUPPORT SERVICES





## Background of our findings

- We contacted 14 professionals currently working in Ibadan.
- We used the internet to gather secondary data.

### Quick facts

Population: > **3.5 Million**

20-39 Years **1.2 Million**

0-9 Years **1 Million**

10-29 Years **800,000**

40-69 Years **500,000**

69-85 Years **<500,000**



**50.2%**



**49.8%**

### Economic environment

- Agriculture
- Commerce
- Handicrafts
- Manufacturing
- Service

### Investment philosophy to have

- Population target group mindset: That is, do business to add value to a specific population group.
- Gender target group mindset: Doing business to add value to a particular gender.
- Highly commercialized pricing model: heavily competing on prices and creating the cheapest prices for customers.

## Emerging markets

### **1. Logistics- ecommerce and item deliveries.**

Under-saturated market. Fee market players; yet Ibadan has a really robust and growing commerce sector...which means it must, by extension, be developing a thoroughly planned out logistics business for ecommerce items and home/office deliveries.

Independent Delivery companies that could run errands or deliver messages within the city and outside. There are a few of them in Ibadan but they have poor visibility and their ratings are rigid.

### **2. Sales of Affordable Spare Parts for Motorcycles, Cars, and Computer/Phones**

very very under-saturated market. Only a few market players who are EXTREMELY profitable. If I had money, this is the one I will personally invest into. Absolute banger.

### **3. Agribusiness Value Chain**

Sales of Agribusiness equipment, chemicals, and raw materials.

One in every 10 individuals that fall into the baby boomer/Gen X are into Agriculture. That is an estimated 50 thousand farmers from that group alone that need support, from distribution, to storage, merchandise e.t.c.



## **AgriBusiness Training services**

This is also part of the value chain. Think about this like 50 thousand farmers will need education and consulting.



## **Commercial real estate**

- Remote Workspace for students and freelancers with flexible rates
- Independent Photography Studio for freelance photographers

## **Financial services**

A formal POS Company, most people of the ones around operate a very informal model and there is also a high rate of scams and complaints from customers ends up with little to no help from these guys to solve it. A well structured and organised company offering this service could do really well. It will build on trust security, excellent service...



## Other ideas



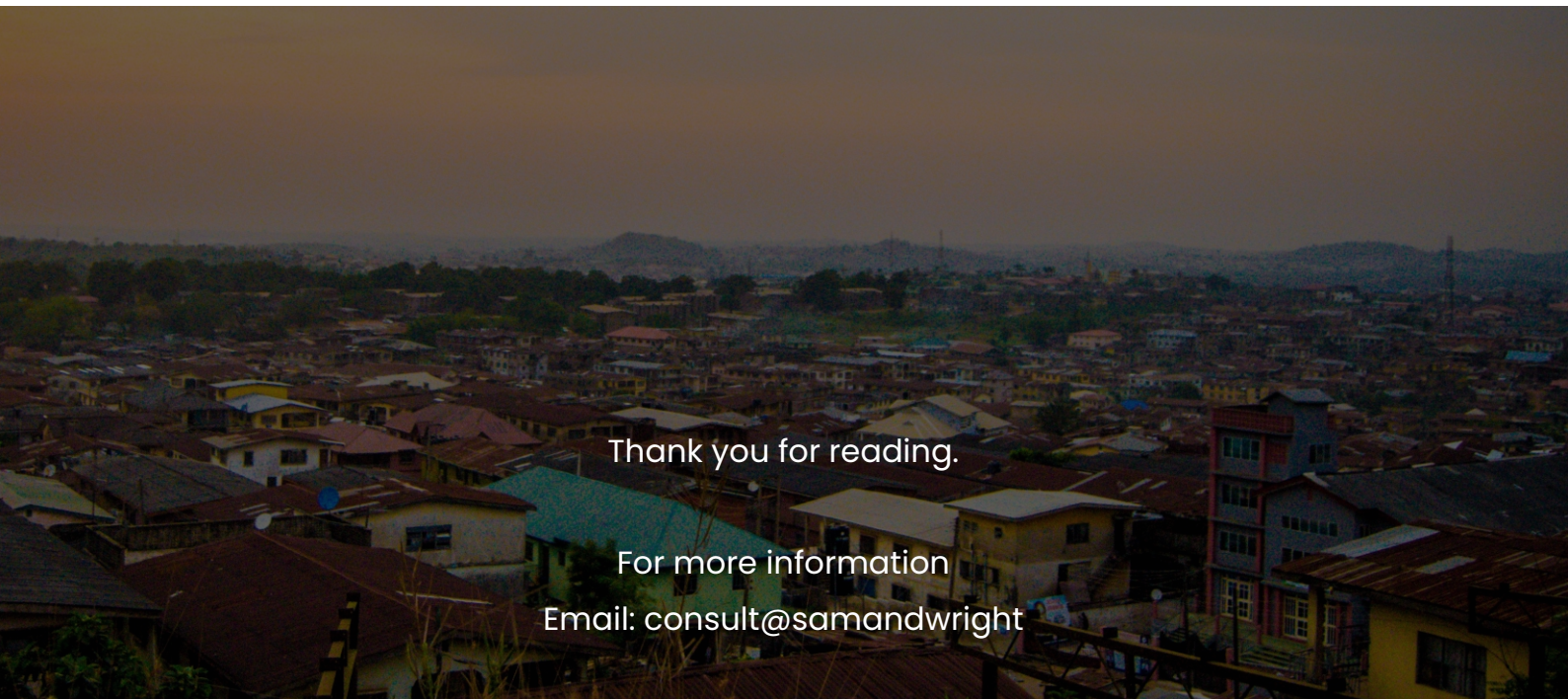
A Common business in IB that's easily sustainable is a restaurant, for Nigerian meals.



Cooking  
Gas Station



Fabric  
Store



Thank you for reading.

For more information

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