

Logistics in Nigeria 2015



There are few more challenging markets for supply chain professionals than Africa. As both shippers and 3PLs look for new sources of growth and revenue, how do they best target contract logistics markets and the many opportunities on offer across the Continent?

Why publish a 'Logistics in Nigeria' report?

Whilst the business environment remains challenging, an expanding middle class is driving growth in consumer markets and production in manufacturing and industry.

It is imperative that any strategy for countries in Africa is based on an in-depth understanding of individual markets and their dynamics. In many countries contract logistics is in the infant stages of development and whilst forecast growth rates are high, these originate from a relatively low base. Lower levels of outsourcing indicate opportunities for 3PL growth, but also point to cultural and operational challenges for shippers.

Logistics in Nigeria 2015 is a uniquely positioned research report that combines Analytiqa's sizing and forecasting of contract logistics markets and international trade data with country and key vertical industry insight, together with analysis of market threats and opportunities, and identification of leading 3PLs.

The market data provided within this report is extracted from the much larger Africa Logistics report.

It is not estimated, based upon GDP figures, or aggregation of a number of 3PL company revenues, it is based upon insight gained from leading 3PLs and supply chain professionals across the region, combined with Analytiqa's experienced analysts and proprietary databases.

As a supplier, service provider to the sector or a 3PL, the unique data set will enable you to:

- > Increase revenues by the selected targeting of faster growing logistics markets
- > Enhance supply chain efficiency, or identify collaboration opportunities, with an understanding of key service providers, their capabilities and customers

> Win new customers, by focusing on markets and industry sectors where outsourcing is growing

> Prioritise customer targeting, leading to quicker revenue wins, by identifying faster growing in-house or outsourced markets

> Achieve higher ROI on investments by prioritising and aligning strategies with highly performing markets

> Produce highly focused marketing campaigns, boosting customer retention and contract wins, by demonstrating understanding of market dynamics

How can this report benefit your business?

This report provides the latest up-to-date information, delivering a unique understanding of trends across the outsourced sector of the supply chain.

In a challenging and competitive market, this unique report will assist 3PLs, manufacturers, retailers, and industry service providers to make sense of opportunities for, and threats to, growth, helping paint a picture of likely future developments.

This research will enable the identification and targeting of favourable markets whilst outlining the existing competition, competitive challenges, demographics and threats that make this report a must have.

Ideally suited to meet the needs of any professional within the supply chain industry, this focused business intelligence can be used to assess the performance of a market by just about every measure available.

Size, growth and outsourcing rates, market segmentation by activity, perspectives of industry sector performance, along with a country's complexity, culture and wider regional attributes are all considered.

More importantly, the data contained can be used to draw conclusions that can be applied to either process or strategic planning with the absolute confidence that the data originates from a specialist source that is trusted, consistent and reliable. The report has been published due to demand from professionals in the supply chain industry for reliable and comprehensive market statistics.

Use this report to:

- > Analyse contract logistics market size, growth and activity
- > Evaluate current and future outsourcing trends
- > Select supply chain growth opportunities and understand threats
- > Identify 3PL service providers and their capabilities
- > Assess market growth forecasts to 2019

COMMERCIALLY RELEVANT BUSINESS INTELLIGENCE

It provides an analysis of past market performance along with forecast growth trends, sourced from a combination of Analytiqa's secondary and unique primary research, providing you:

- > Detailed understanding of market drivers, threats and opportunities
- > Benchmarking of historic growth rates
- > Analysis of market performance
- > Identification of future trends
- > Tracking of sector performances
- > Business development & planning tools

Abridged Table of Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 INTRODUCTION

2.1 Research Objectives

2.2 Report Structure

2.3 Research Methodology and Data Definitions

CHAPTER 3 REGIONAL CONTEXT

3.1 Logistics Performance in Africa

3.2 Future Opportunities

3.2.1 Manufacturing as a Growth Driver

3.2.2 Pan-Regional Trade

3.2.3 3PL Strategies for Growth

CHAPTER 4 COUNTRY INSIGHT

4.1 Introduction

4.2 Demographics

4.3 Economic Insight

4.4 Trading Partners

4.5 Key Industry Sectors

CHAPTER 5 LOGISTICS MARKETS

5.1 Logistics Infrastructure

5.2 Market Trends

5.2.1 Transport and Distribution Markets

5.2.2 Logistics Markets

Market Dynamics

Targeting New Business

Threats to Growth

Forecasts for Growth

5.3 Market Data

5.3.1 Logistics Market Size

5.3.2 Logistics Market Growth

5.3.3 Logistics Outsourcing

5.3.3.1 Contract Logistics Market Size

5.3.3.2 Contract Logistics Market Growth

5.3.4 Logistics Market Segmentation

5.3.5 Logistics Market Forecasts

5.3.5.1 Market Size Forecasts

5.3.5.2 Market Growth Forecasts

5.3.5.3 Outsourcing Forecasts

5.3.5.3.1 Contract Logistics Market Size Forecasts

5.3.5.3.2 Contract Logistics Market Growth Forecasts

CHAPTER 6 LOGISTICS PROVIDERS

6.1 The Logistics Provider Landscape

6.2 Logistics Provider Profiles

CHAPTER 7 MAPS AND CHARTS

CHAPTER 8 APPENDIX

Demand more from your business intelligence

This unique research will be delivered direct to your desktop via Analytiqa's innovative delivery system Analytiqa Interactive, a web based service that provides efficient and effective management of your information.

Analytiqa can assist you to achieve the following objectives:

...Understanding your markets

In-depth analysis of mature and emerging global logistics markets, their challenges, outsourcing culture, growth opportunities and threats

...Sourcing a supply chain service provider

Assist the evaluation of your strategy, identify and understand the service providers best placed to achieve your objectives

...Enter fast growing markets

Target and analyse growing markets, analyse their future prospects and identify local dynamics, together with incumbent service providers

...Maximising your growth opportunities

Analyse and interpret key events across industries, logistics markets and key themes that directly affect your strategic objectives

...Winning new business

Provision of valuable insight that helps achieve revenue objectives through new business wins, tracking contract renewal dates or understanding how and where competitors are operating

...Informed decision making

Provide your marketing, business development, key account or procurement teams with the resources they need to enhance your bottom line

Report title:

Logistics in Nigeria

Report price:

£795 / €1,095 / \$1,295 excl tax

Publication date: Q3, 2015

No of pages: 70

Audience: Contract Logistics providers, Freight Forwarders, Express Operators, Road Hauliers, Retailers, Manufacturers, Software providers, Vehicle manufacturers, Property developers, Property agents and Professional Services companies

© Analytiqa 2015

For access to this report send an email to sales@analytiqa.com. You can also view details online or alternatively contact Analytiqa by telephone.

Analytiqa UK
Albany Chambers, Bridge Road East
Welwyn Garden City, Hertfordshire
AL7 1HL, United Kingdom
T: 44 (0)1707 37 22 11

Analytiqa Ireland
77 Sir John Rogerson's Quay
Dublin 2, Ireland
T: 353 (0)1 640 18 18

E: info@analytiqa.com
W: www.analytiqa.com

Register for Analytiqa's weekly complimentary Logistics Bulletin service to ensure you stay ahead on the latest trends and developments within the supply chain industry at:

www.analytiqa.com

