ERI / Plan your next market move

230 distinct merchants in Yaba, Sabo and Tejuosho, Lagos; 1 return visit.

Field visits: 7 October 2026 - 29 October 2026. 230 initial observations.

For distribution teams, these findings raise practical questions about order sizes, replenishment and how merchants want to buy.

WHAT MERCHANTS TOLD US

The cost of restocking: 165 of 213 respondents who restock reported spending more than about three months earlier. 213 usable responses out of 230 initial observations. 17 answers were missing, unclear, inconsistent or not applicable. Spending can rise because prices, quantities or the products purchased have changed. We have not separated those factors yet.

Orders beyond the stall: 136 of 230 respondents accept orders remotely, either regularly or occasionally. All 230 initial observations answered this question. Phone and messaging orders are included. The responses do not tell us how much revenue those orders generate.

How customers pay: 149 of 221 respondents said transfers account for the largest share of their customer payments. 221 usable responses out of 230 initial observations. 9 answers were missing, unclear, inconsistent or not applicable. This shows the main payment method reported by each business, not the value or number of transactions.

BEFORE YOU ACT: Higher restocking spend does not tell us whether prices rose or merchants bought more. Product choices, quantities and delivery costs need a closer look.

YOUR NEXT STEP: Ask ERI to investigate purchasing patterns and delivery needs before you choose a pilot location or offer.

These findings describe the businesses we visited, not every business in Lagos. Each figure uses the responses available for that question.

Tell us what you need to understand before your next decision.

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