ERI / Plan your next market move

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

Field visits: 7 October 2026 - 9 November 2026. 301 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: 203 of 271 respondents who restock reported spending more than about three months earlier. 271 usable responses out of 301 initial observations. 30 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: 186 of 300 respondents accept orders remotely, either regularly or occasionally. 300 usable responses out of 301 initial observations. 1 answers were missing, unclear, inconsistent or not applicable. Phone and messaging orders are included. The responses do not tell us how much revenue those orders generate.

How customers pay: 210 of 289 respondents said transfers account for the largest share of their customer payments. 289 usable responses out of 301 initial observations. 12 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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