ERI / A closer look at market life

309 distinct merchants in Yaba, Sabo and Tejuosho, Lagos; 41 completed return interviews across 23 linked businesses.

Field visits: 7 October 2026 - 10 November 2026. 309 initial observations.

See how merchants buy stock, keep records and reach customers-and find the questions worth taking back to the market.

WHAT MERCHANTS TOLD US

The cost of restocking: 204 of 279 respondents who restock reported spending more than about three months earlier. 279 usable responses out of 309 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.

Keeping track of sales: 97 of 296 respondents said they keep no business records. 296 usable responses out of 309 initial observations. 13 answers were missing, unclear, inconsistent or not applicable. The form groups memory and paper records together, so it cannot tell us how many businesses keep written records.

Orders beyond the stall: 187 of 308 respondents accept orders remotely, either regularly or occasionally. 308 usable responses out of 309 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.

BEFORE YOU ACT: These visits capture everyday practices. Sales, margins and the reasons behind each response need a closer look.

YOUR NEXT STEP: Bring us a decision you are working on. We will help define the field questions, cost and timing.

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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