



Nigeria Smartphone Study

A Nationwide Analysis of Smartphone
Ownership and Digital Application Usage

13,251 respondents across
12 major Nigerian cities

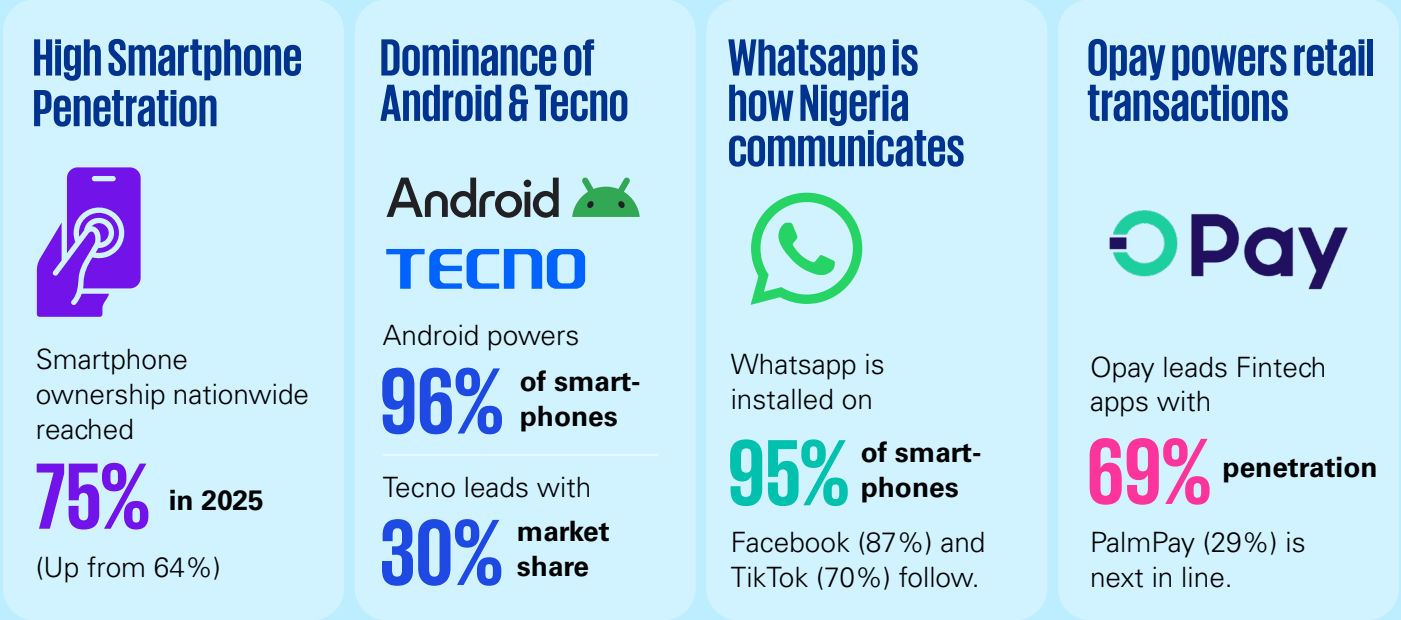
September 2026

home.kpmg.ng



Nigeria smartphone & mobile app ecosystem 2025

Key takeaways at a glance



Nigeria's digital ecosystem in focus

Mobile devices (Brand market share)

Share of smartphones



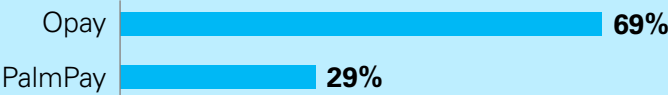
Messaging apps (Usage/penetration)

Share of smartphones users



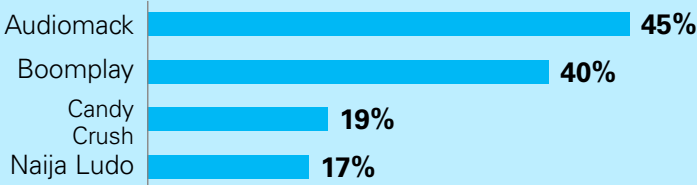
Financial Services (App penetration)

Share of smartphone users



Entertainment & Content (Top platforms)

Share of smartphones users



Emerging digital trends are shaping the next phase of Nigeria's mobile economy. Productivity tools such as Xender (77%), cloud platforms like Google Drive (31%), and growing awareness of AI tools such as ChatGPT and Google Assistant indicate that smartphones are evolving beyond communication devices into platforms for work, learning, and digital productivity.

THE ROAD AHEAD

Nigeria is becoming an increasingly mobile-first digital economy. Companies that prioritise mobile-optimised services, seamless fintech integrations, localised content, and lightweight app experiences will be best positioned to capture growth opportunities as smartphone penetration and digital engagement continue to expand.

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**Emerging
Technologies**

Foreword

Nigeria continues to play a significant role in Africa's digital transformation. With an estimated population of about 237 million in 2025, of which nearly two-thirds are under the age of 25, the country's large, youthful and increasingly entrepreneurial population continues to drive digital adoption, innovation and technology-enabled economic activity.

At the centre of this transformation is the smartphone. Its growing adoption has made digital connectivity more accessible and accelerated the use of mobile applications across financial services, telecommunications, commerce, entertainment, education and transportation. NCC's May 2026 data show 157 million internet subscribers and data consumption exceeding 1.5 million terabytes, reflecting the growing scale and intensity of digital activity. Alongside the rapid growth of digital payment platforms and technology-enabled businesses, smartphones have evolved beyond tools for communication and convenience to become important enablers of economic participation, innovation and enterprise.

Against this backdrop, the Nigeria Smartphone Study: A Nationwide Analysis of Smartphone Ownership and Digital Application Usage provides a timely assessment of Nigeria's evolving smartphone and mobile application ecosystem. Developed in collaboration with our research partner, the study brings together nationwide insights on smartphone ownership, application usage, consumer behaviour and emerging market trends, while examining the factors shaping digital participation across the country.

Importantly, the report recognizes that opportunities presented by increasing digital adoption are accompanied by challenges. More than a third of mobile subscribers were still on 2G as of May 2026,

highlighting the continuing disparity in the depth and quality of digital access. Infrastructure limitations, affordability, gaps in digital literacy, cybersecurity concerns and other barriers will continue to influence the pace and inclusiveness of Nigeria's digital development.

As Nigeria advances towards an increasingly digital economy, with the Information and Communication sector accounting for 11.31% of real GDP in the first quarter of 2026, a clear understanding of the evolving digital landscape will be important for businesses, telecommunications operators, technology companies, investors, entrepreneurs, policymakers and other stakeholders seeking to make informed decisions and contribute to the continued development of the ecosystem.

The next phase of Nigeria's economic and social development will undoubtedly be influenced by how effectively digital technologies are adopted, scaled and made accessible. By examining both the opportunities and constraints within the smartphone ecosystem, this report seeks to contribute meaningfully to the broader conversation on digital transformation and its role in advancing Nigeria's development objectives.

We trust that the insights, analysis and recommendations contained in this report will provide a valuable reference for stakeholders seeking to understand the evolving digital landscape and support sustainable and inclusive growth across Nigeria.



Lawrence Amadi
Partner & Head,
Technology, Media &
Telecommunications, KPMG Africa



The Nigeria Smartphone and Application Penetration Study was launched in 2019 to understand how Nigerians interact with smartphones and digital services in an increasingly technology-driven economy.

The first edition of the study was conducted exclusively in Lagos, Nigeria's commercial hub, providing early insights into smartphone ownership and digital application usage among urban consumers.

Recognizing the rapid evolution of Nigeria's digital landscape, the study was expanded in 2023 to cover multiple cities nationwide.

The 2025 report represents the third installment of the study, offering deeper insights into smartphone penetration, mobile ecosystems, and digital behaviour across key Nigerian cities.

Nigeria continues to experience rapid digital transformation driven by a young population, improving internet connectivity, and growing smartphone affordability.

Industry estimates suggest that smartphone adoption in Nigeria is expanding steadily, with penetration levels expected to reach significant milestones as mobile devices increasingly become

the primary gateway to digital services. This shift has created a thriving ecosystem of digital applications spanning financial services, social media, entertainment, commerce, and emerging technologies such as artificial intelligence and cryptocurrency platforms.

The insights presented in this report provide valuable intelligence for businesses, investors, policymakers, and technology developers seeking to understand Nigeria's digital economy. By examining smartphone ownership patterns and the adoption of key digital applications across different sectors, the study highlights emerging opportunities within Nigeria's growing mobile economy.

The findings are particularly relevant for organizations seeking to design consumercentric digital products, expand digital service offerings, and invest strategically in Nigeria's rapidly evolving technology ecosystem.



Ernest Ezenna
Business Development Director
Orange Group Nigeria



01

Key Insights

Strategic Implications for Industry Stakeholders

Nigeria's rapidly expanding smartphone ecosystem presents significant opportunities for businesses operating in the country's digital economy. With device ownership largely dominated by affordable Android brands such as Tecno, Infinix, and Itel, companies developing mobile services must prioritize Android-first strategies and lightweight applications optimized for mid-range smartphones. Ensuring compatibility with lower storage capacity devices and varying internet speeds will be critical for reaching the widest user base across urban markets.

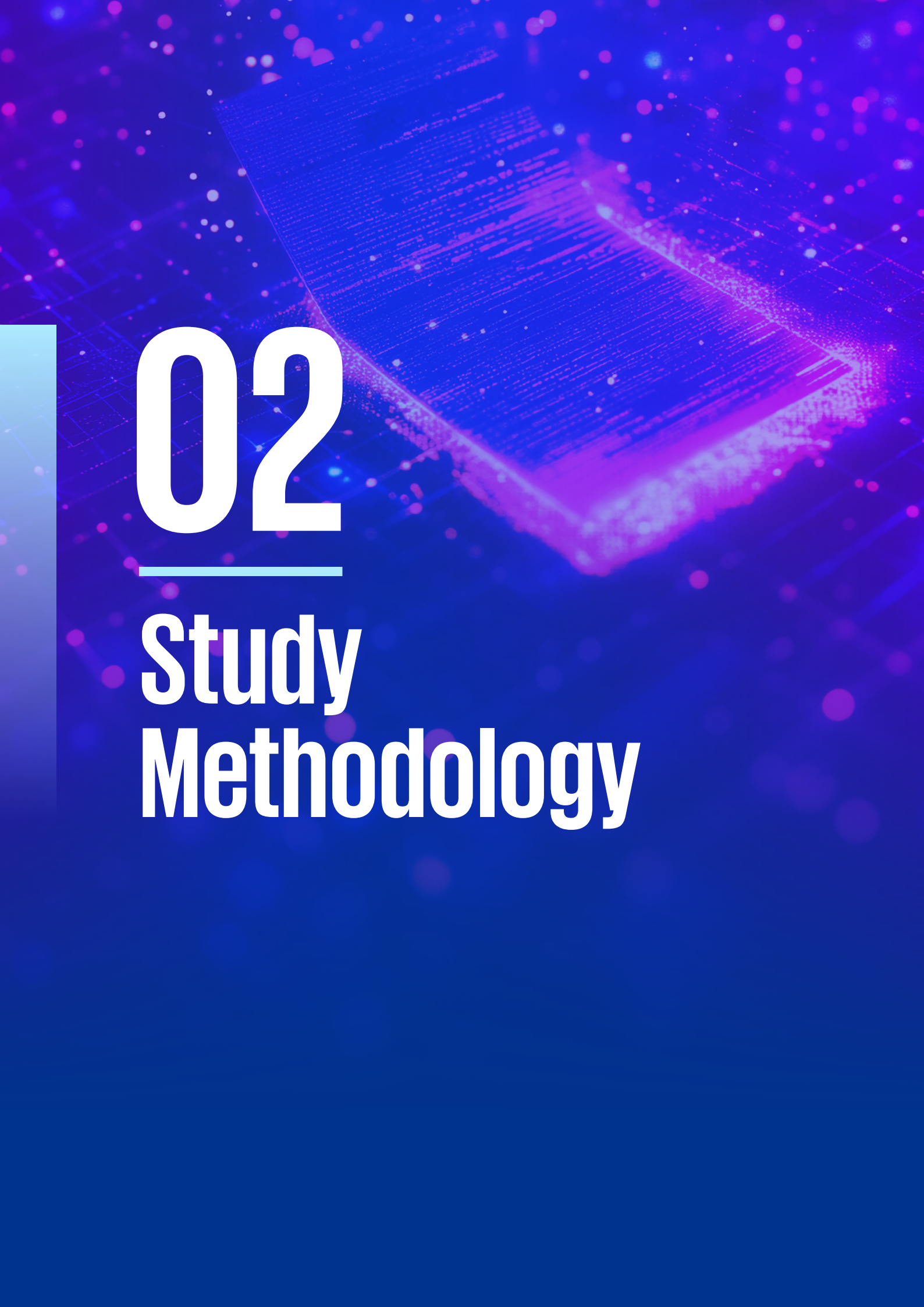
The strong presence of messaging and social media applications highlights the importance of mobile communication platforms as distribution channels for digital services. With WhatsApp installed on nearly all smartphones and social platforms like Facebook and TikTok seeing widespread adoption, businesses should increasingly leverage these channels for customer engagement, service delivery, and digital marketing. Messaging platforms in particular present opportunities for conversational commerce, customer support, and financial service integrations.

The growth of fintech and mobile banking apps reflects Nigeria's continued transition toward a mobile-first financial ecosystem. Fintech platforms are gaining substantial traction due to their accessibility, simplified onboarding processes, and wide agent networks. Financial institutions that prioritize seamless mobile payment experiences, faster transaction processing, and user-friendly digital interfaces will be better positioned to compete in the evolving financial services landscape.

Entertainment and digital media consumption patterns also indicate a growing demand for locally relevant and data efficient content platforms. Music streaming services and mobile gaming apps are gaining popularity due to their accessibility and compatibility with affordable devices. Content providers and developers should continue to focus on localized content, offline features, and optimized streaming capabilities to cater to Nigeria's diverse and mobile-centric audience.

As smartphone adoption continues to expand, companies that align their digital strategies with the country's mobile usage behaviors, affordability considerations, and app consumption patterns will be best positioned to capture long-term growth opportunities in Nigeria's digital economy.





02

Study Methodology

Methodology



This report presents insights from a nationwide smartphone usage study conducted to understand device ownership, application penetration, and digital consumption patterns across key urban centers in Nigeria. The study focuses on how Nigerians interact with mobile devices and the types of applications that are most commonly installed and used across major smartphone categories including financial services, messaging, social media, entertainment, productivity, and emerging technologies.

The research was conducted across key Nigerian cities, capturing smartphone users from diverse demographic groups including students, working professionals, entrepreneurs, and small business owners. Respondents were selected to reflect the urban and semi-urban smartphone population and provide a representative view of how mobile devices are used in everyday digital activities such as communication, financial transactions, entertainment consumption, learning, and productivity.

The study utilized quantitative field surveys targeting active smartphone users. Data for the study was collected through structured surveys and device observation methods, allowing researchers to

identify the applications installed on respondents' smartphones and understand usage behavior across different categories. The research captured information on smartphone brands, application downloads, app and installation rates, providing a clear view of the digital ecosystem shaping Nigeria's mobile economy.

Application categories analyzed in the report include messaging platforms, social media, banking and fintech apps, cryptocurrency apps, gaming, media and entertainment platforms, transport services, education apps, productivity tools, and artificial intelligence applications. These categories were selected to reflect the most significant areas of digital engagement within Nigeria's smartphone ecosystem.

The findings presented in this report provide a snapshot of current smartphone adoption trends and app penetration patterns across Nigeria's urban digital population. The insights are intended to support industry stakeholders, technology companies, financial institutions, telecom operators, and policymakers in understanding the evolving mobile landscape and identifying opportunities within Nigeria's rapidly expanding digital economy.

Demographics

Of the 13,251 respondents surveyed, 53% were male, and 47% were female, indicating a well-balanced gender distribution.

The qualified age range for participation was 15 years and above. However, the majority of respondents (85%) fell within the 18–45 age bracket, reflecting a strong representation of the economically active and socially engaged demographic segment.

All socio-economic classes were eligible for inclusion in the study. Notably, 95% of respondents belonged to the C2–DE socio-economic categories, with the highest concentration in Class D. Respondents within the AB–C1 segment accounted for the remaining 5%.



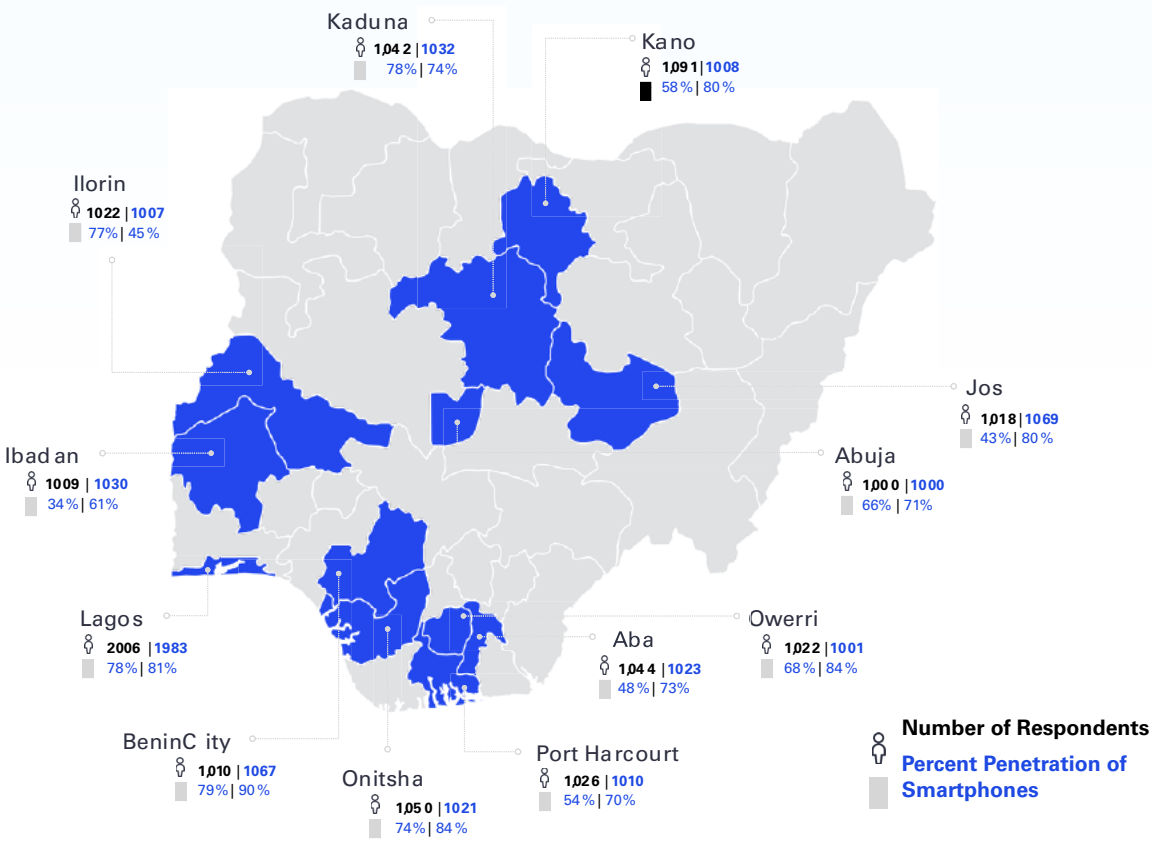
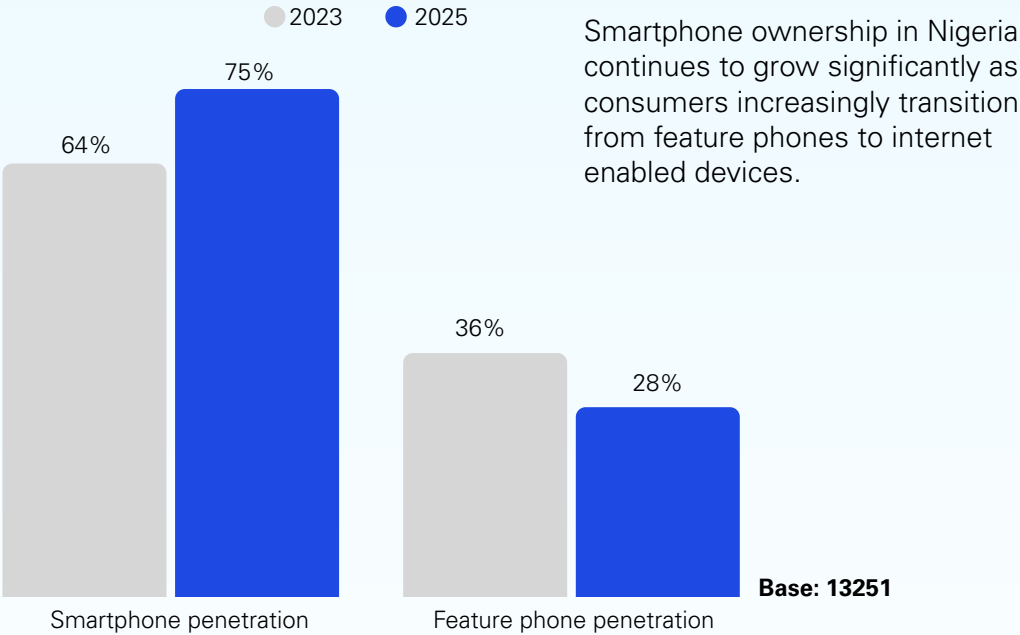
A hand holding a smartphone, with a blue and purple gradient overlay. The text "Detailed Findings" is written in white, bold, sans-serif font across the center of the image.

Detailed Findings

Nigeria is rapidly becoming a mobile-first economy as smartphone penetration climbs to 75% (from 64% in 2023), accelerating the shift from feature phones to app-driven digital services.

% of smartphone users vs non-smartphone Users

Smartphone Penetration



Nigeria Mobile Ecosystem

Smartphones



Connectivity

(MTN, Airtel, Glo)



Platforms

(Android& iOS)



App Economy

Fintech, Social, Commerce, AI,
Entertainment



03

Operating Systems

Operating Systems

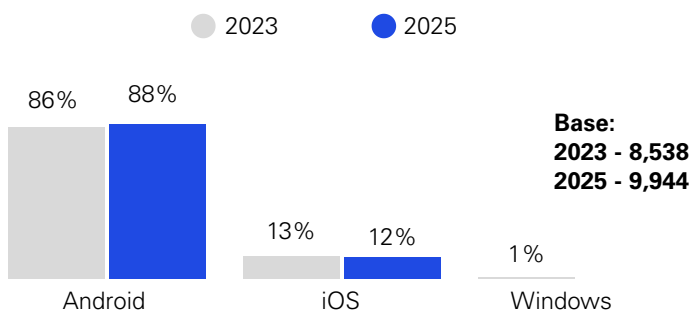
88% of smartphone users have Android powered phones

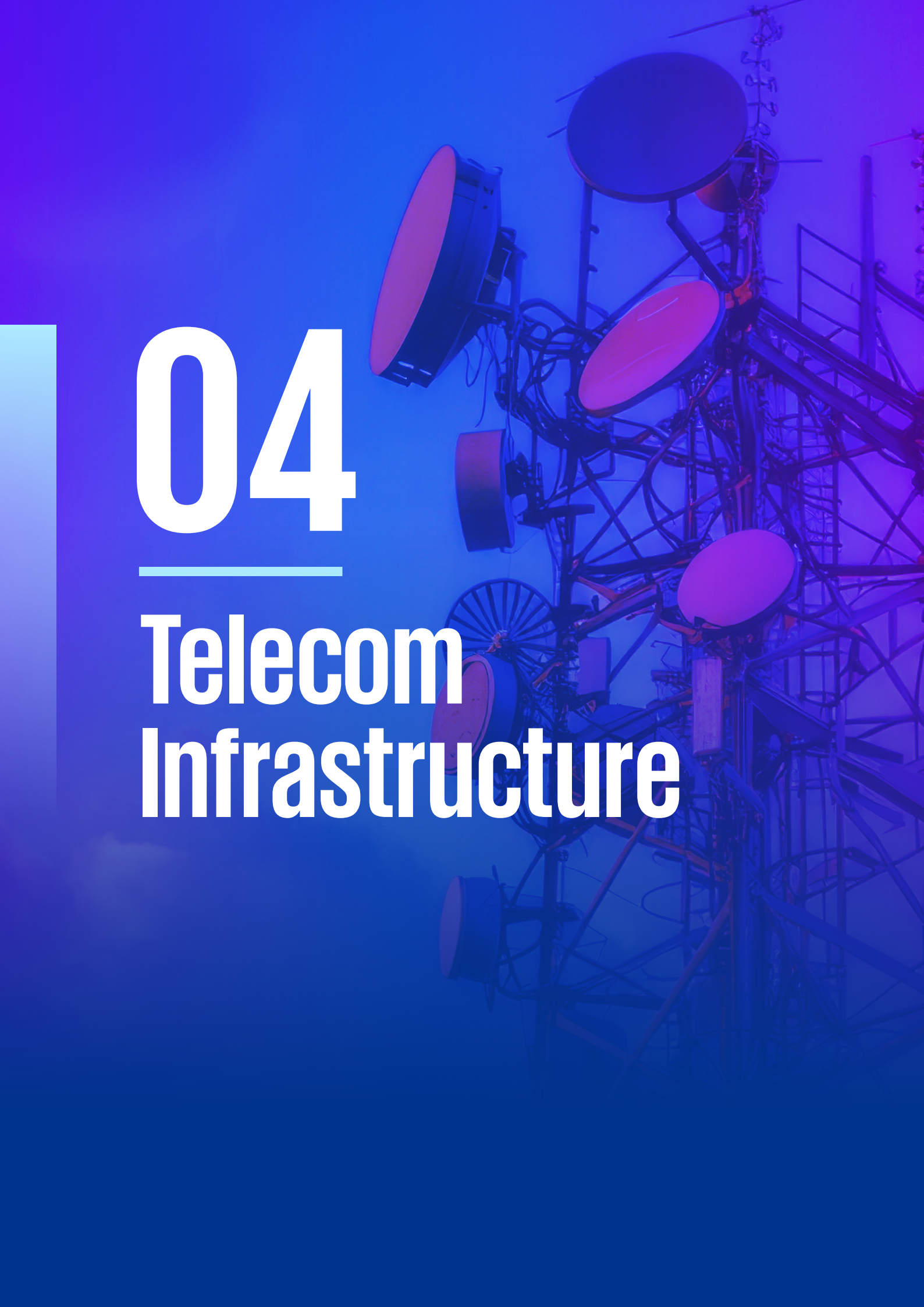
Android's 88% market share makes it the defacto platform for Nigeria's digital economy, reinforcing the need for Android-first product and app strategies.

The findings show that Android remains the dominant mobile operating system in Nigeria, accounting for the vast majority of smartphones in use.

Android's market share increased slightly between the previous study in 2023 and 2025, reflecting the continued popularity of affordable Android devices manufactured by a wide range of global and regional smartphone brands.

In contrast, Apple's iOS continues to maintain a relatively smaller share of the Nigerian market. While iPhones remain highly regarded for their premium design and performance, their higher price points limit widespread adoption compared to Android devices, which offer a broader range of affordable options suited to Nigeria's price-sensitive market.



A background image of a telecommunications tower with multiple satellite dishes, overlaid with a blue and purple gradient. The tower is a complex metal structure with several large, circular satellite dishes mounted on it. The sky is a mix of blue and purple, suggesting a sunset or sunrise. The overall image has a modern, technological feel.

04

Telecom Infrastructure

MTN's 51.4% market share among active mobile subscribers positions it as the leading operator in Nigeria's telecom market.

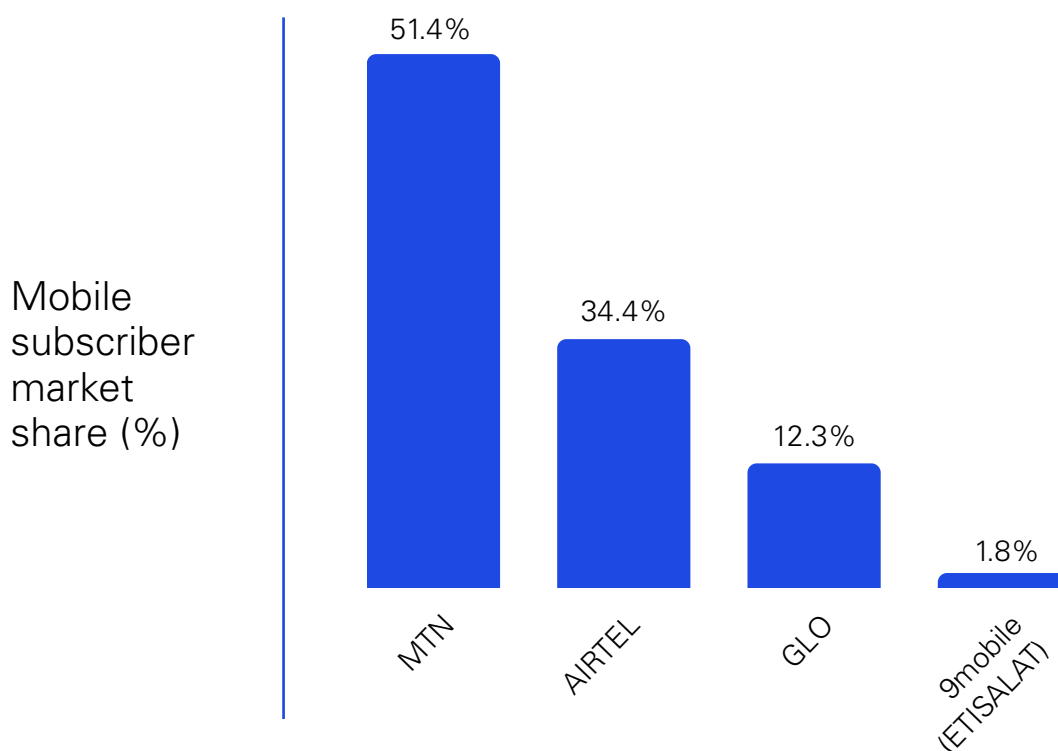
MTN leads the mobile subscriber market with 51.4% share

According to NCC Subscriber/Operator Data for June 2026, MTN remains the largest mobile operator in Nigeria with 51.4% of total active subscribers.

Airtel holds the second position with a strong 34.4% share, maintaining a clear lead over competitors.

Globacom (Glo) accounts for 12.3% of the market, remaining a relevant third player.

9mobile has a limited share of 1.8%



Source: NCC Subscriber/Operator Data, June 2026



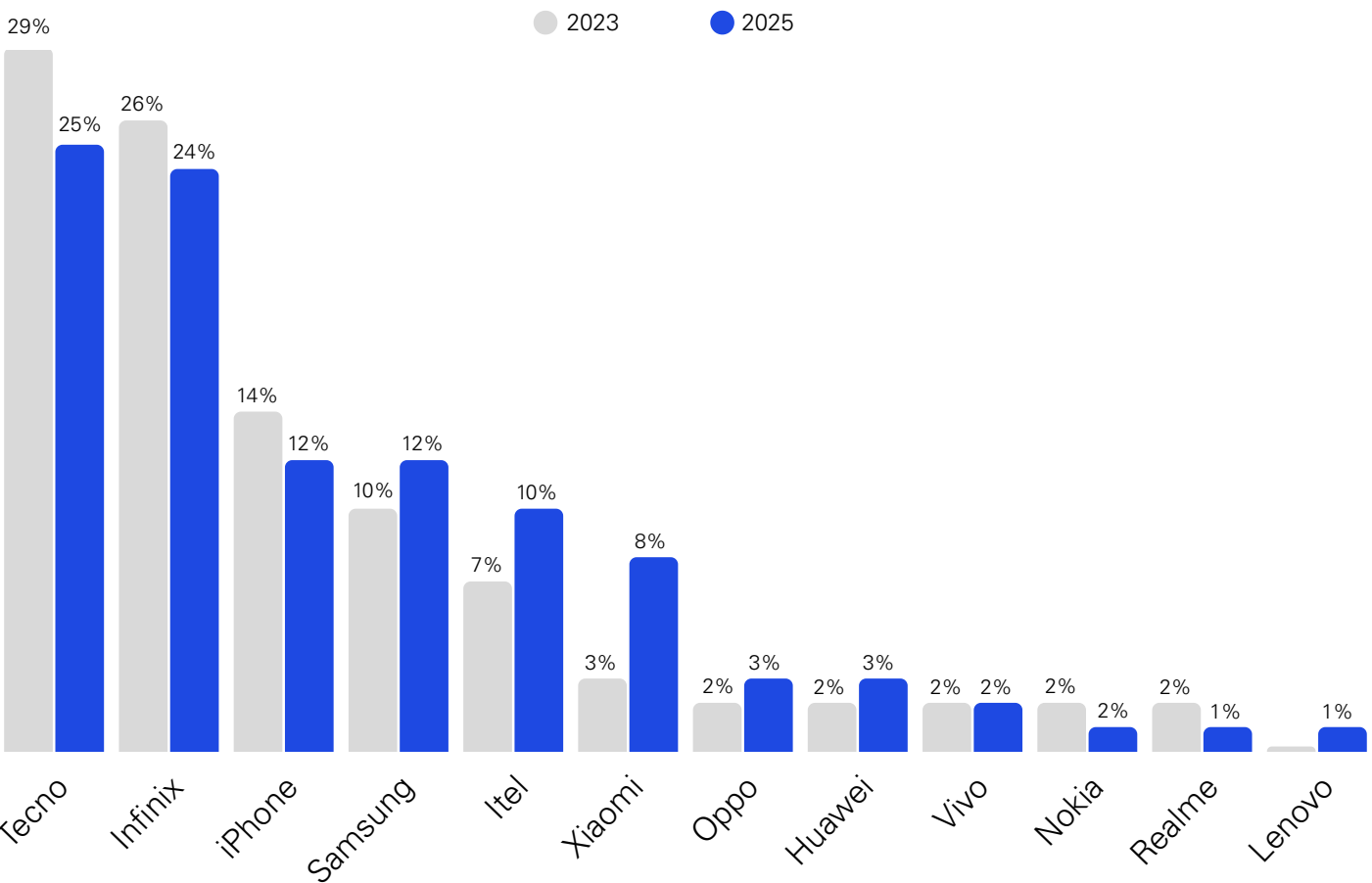


05

Smartphone Ownership Trend

Affordable Chinese brands dominate Nigeria’s device market, with Tecno (25%), Infinix (24%), and Itel (10%) capturing the majority of smartphone users

Smartphone brands



The report highlights the strong presence of Chinese smartphone manufacturers, particularly brands such as Tecno, Infinix, and Itel. These brands have successfully captured large segments of the Nigerian market by offering affordable devices specifically designed for emerging markets, combining competitive pricing with features tailored to local consumer needs.

Premium smartphone brands such as Apple and Samsung also maintain strong brand recognition, although their market share is comparatively smaller due to higher device costs. Despite this, these brands continue to attract consumers seeking premium device experiences, advanced camera capabilities, and strong ecosystem integration.

Overall, the smartphone brand landscape in Nigeria reflects a market driven largely by affordability and functionality. Brands that successfully balance price competitiveness with reliable performance are more likely to achieve widespread adoption among Nigerian consumers.

A hand holding a smartphone displaying various data charts and graphs. The background is a dark blue gradient with floating circular icons representing different app categories like a globe, a smartphone, and a bar chart.

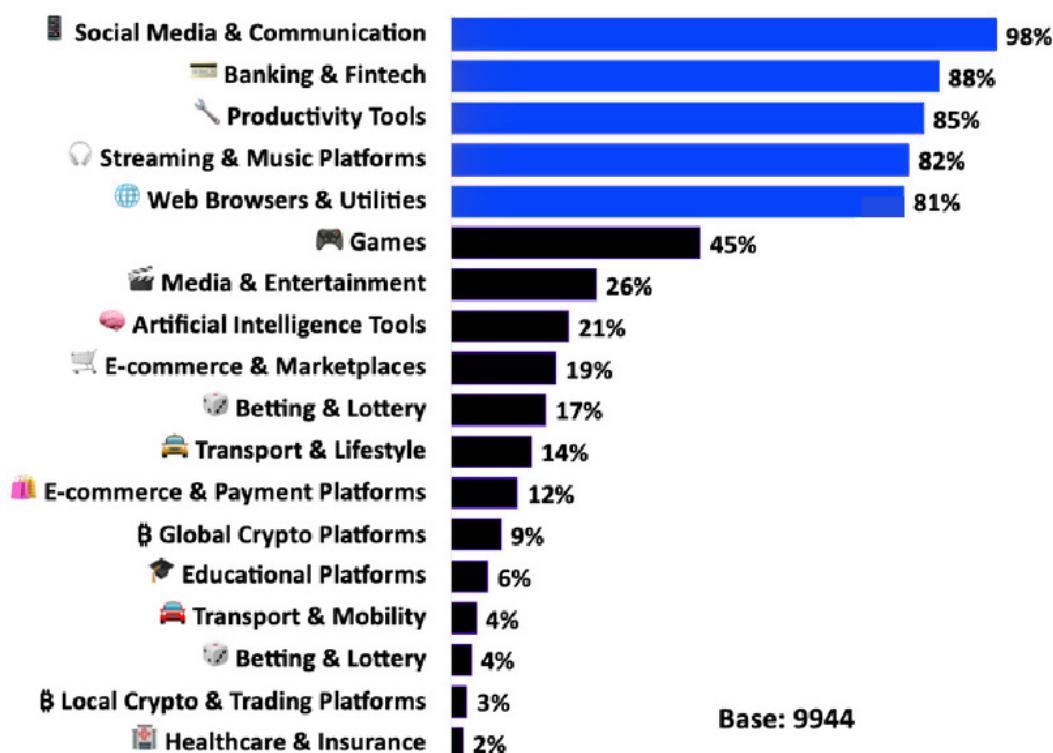
06

App Ecosystem

App usage in Nigeria

- Social media and communication apps top the list of app categories used in Nigeria. Almost every respondent interviewed for this project had one or more social media apps on their phone. This is followed by banking and fintech applications with adoption levels reaching as high as 88% among respondents. This reflects Nigeria's rapid shift toward digital financial services as consumers increasingly rely on mobile applications for payments, transfers, and financial management.
- The widespread use of fintech platforms highlights the growing demand for convenient, accessible financial services across Nigeria. Mobile banking apps, digital wallets, and fintech platforms have significantly improved financial inclusion by providing consumers with alternatives to traditional banking infrastructure.
- For financial institutions and technology companies, this trend signals continued opportunities for innovation within Nigeria's fintech ecosystem. As smartphone adoption grows and digital literacy improves, the demand for secure, user-friendly financial applications is expected to expand even further.

APP CATEGORY USAGE



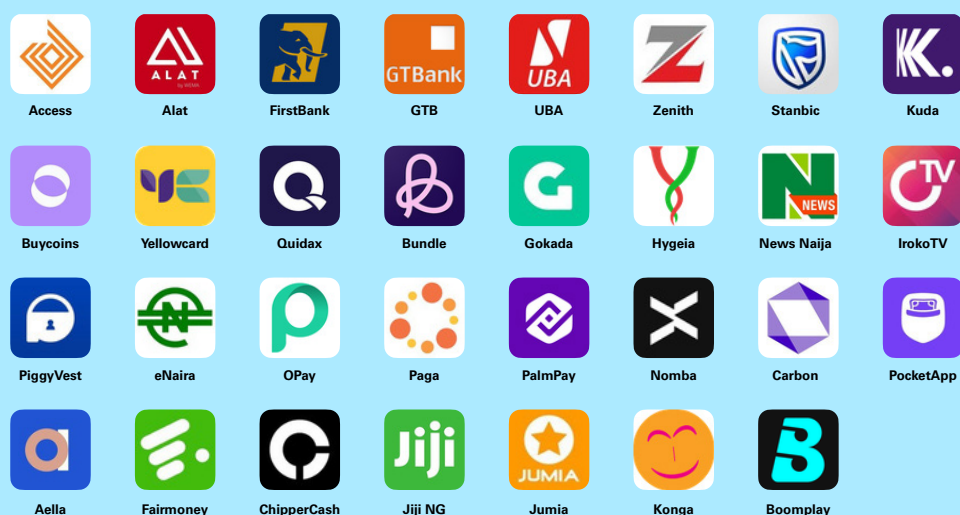
A small group of digital utilities dominates Nigerian smartphones, with WhatsApp (95%), Facebook (87%), and Xender (77%) forming the core mobile app infrastructure.

Communication and fintech apps dominate Nigeria's mobile ecosystem, with financial applications now reaching up to 88% of smartphones.

Global Apps



Regional Apps



Apps penetration in Nigeria

WhatsApp maintained its lead as the app with the highest presence, with a rating of 95%. Facebook (87%) and Xender (77%) followed, completing the Top 3 apps with the highest presence among both global and overall listed apps. This dominance may be influenced by their wide utility and frequent pre-installation on smartphones — WhatsApp for communication, Facebook for social connectivity, and Xender for offline file sharing.

Among regional apps, Opay (69%), Boomplay (40%), and PalmPay (29%) recorded the highest device presence. The strong showing of Opay and PalmPay likely reflects the growing reliance on mobile payment and financial service platforms in Nigeria, while Boomplay's presence highlights the increasing popularity of local music streaming and entertainment content.



07

Fintech & Digital Payments

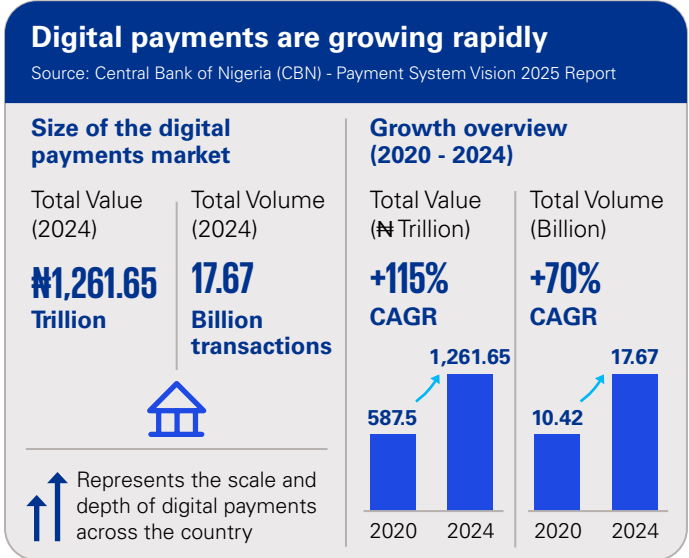
Banking & Fintech in Nigeria

The findings from the study highlight the strong penetration of mobile banking and fintech applications among smartphone users in Nigeria. As smartphone adoption continues to rise across major cities, mobile devices are increasingly becoming the preferred channel for accessing financial services. Many consumers now rely on mobile banking applications to perform everyday financial transactions such as transfers, bill payments, airtime purchases, and account management, reflecting the growing role of smartphones in enabling convenient financial access.

The high usage levels of fintech and banking applications also reflect the rapid growth of Nigeria’s digital financial services ecosystem. Over the past decade, financial institutions and fintech companies have invested heavily in mobile platforms to improve accessibility, reduce transaction friction, and provide customers with faster and more secure financial services. These innovations have made it easier for consumers to carry out financial activities without the need to visit physical bank branches, significantly improving the efficiency of financial transactions.

Fintech is transforming financial access

- **Greater convenience**
Financial services at users’ fingertips, anytime, anywhere.
- **Financial inclusion**
More Nigerians accessing and using formal financial services.
- **Lower costs**
Reduced need for physical branches and paperwork cuts transaction costs.
- **Economic growth**
Digital payments drive productivity, transparency and innovation.



Key drivers behind the growth



Widespread smartphone adoption and affordable internet



Easy-to-use mobile banking and fintech apps



Innovation in digital wallets, buy now pay later, and remittances



Rising user trust and digital financial literacy

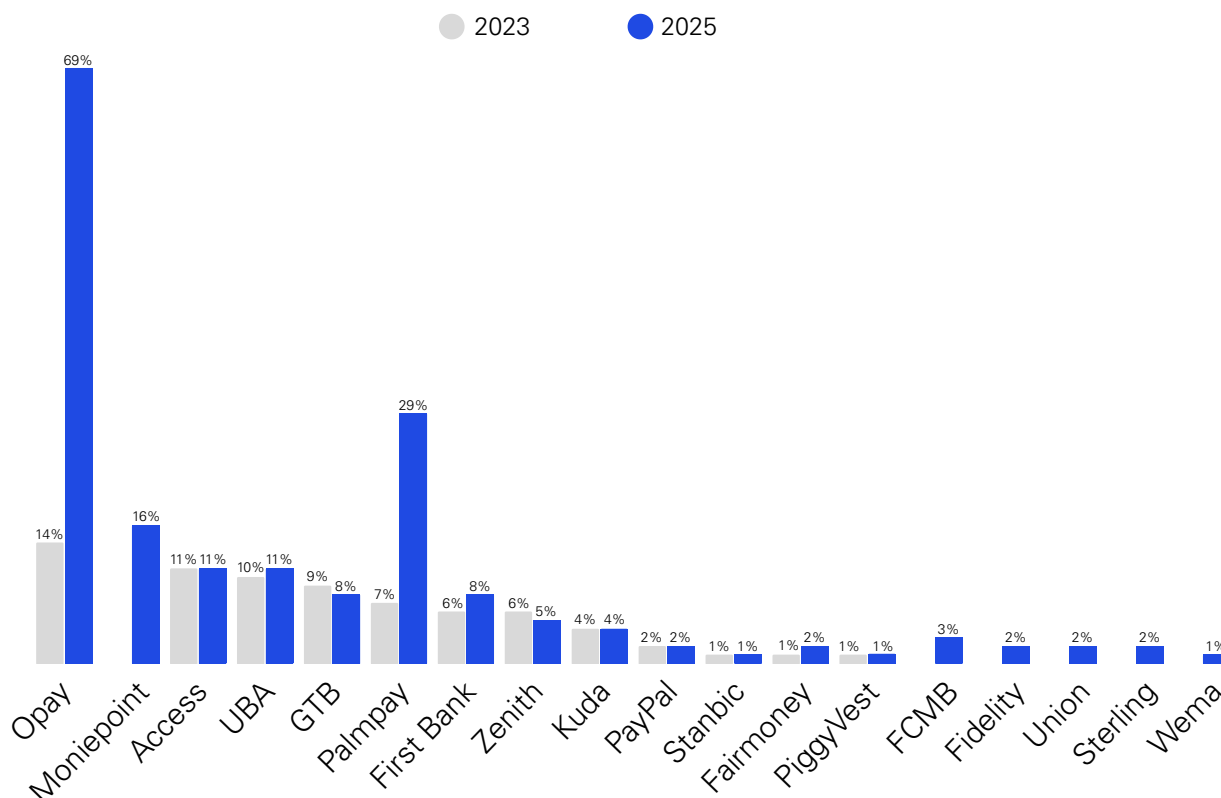


Strong regulatory support and infrastructure investment

The BIG picture

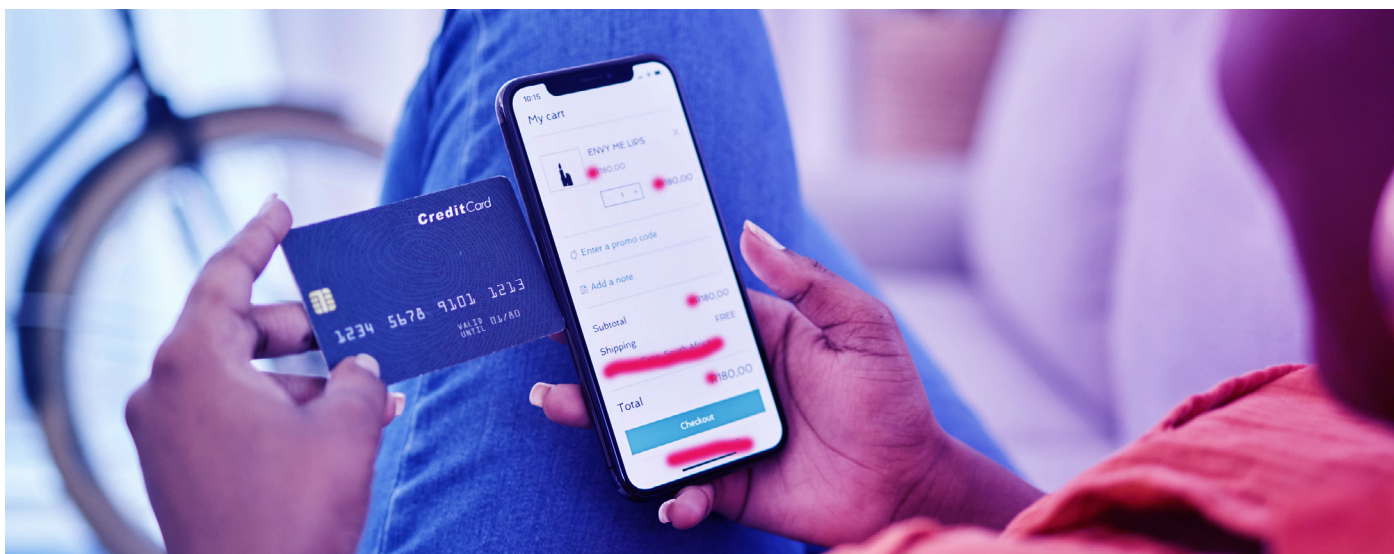
Fintech and digital payments are no longer the future, they are the present. With over ₦1.26 trillion transacted digitally in 2024 and sustained double-digit growth, fintech is driving financial inclusion, economic efficiency, and innovation at scale in Nigeria.

Fintech platforms are redefining financial access in Nigeria, with Opay reaching 69% smartphone presence—significantly outperforming most traditional banking apps.



Another key driver of fintech adoption is the increasing demand for convenient and instant payment solutions. Nigerian consumers are gradually shifting away from traditional cash-based transactions toward digital payment methods supported by mobile applications. Fintech platforms and banking apps have therefore become essential tools for managing financial activities, particularly in urban centers where digital transactions are becoming more common across retail, transportation, and service sectors.

The strong adoption of fintech platforms also signals continued progress toward financial inclusion in Nigeria. Mobile financial services have helped extend access to financial tools to a wider segment of the population, including individuals who may previously have had limited interaction with traditional banking systems. By leveraging smartphone technology, fintech platforms are enabling more Nigerians to participate in formal financial systems and access a broader range of financial products and services.



Banking & Fintech in Nigeria

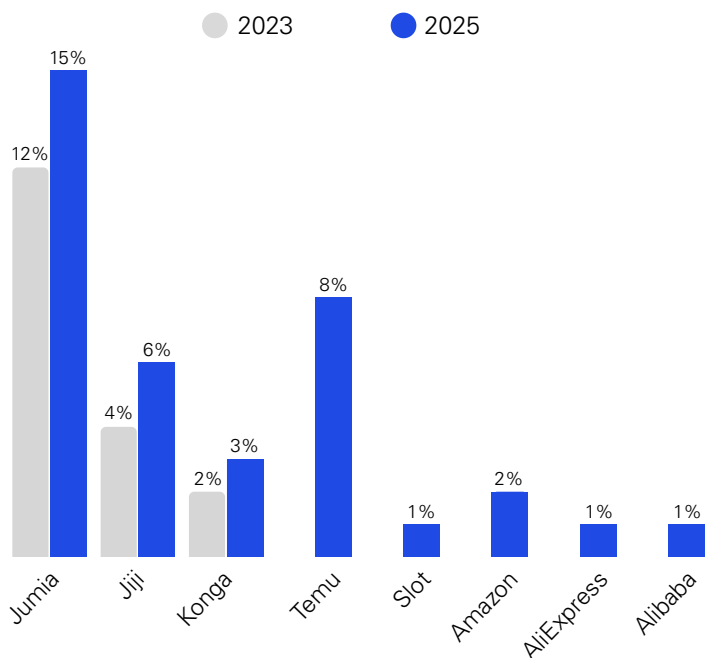
Opay, Palmpay, and Moniepoint rank as the top three banking and fintech apps present on the smartphones of Nigerian users, underscoring the growing dominance of fintech solutions over traditional banking platforms.

Opay leads the category with a remarkable 69% smartphone penetration. The data suggests that traditional banking and fintech services are increasingly converging within the mobile ecosystem. As smartphones become the primary gateway to digital services, financial institutions are no longer competing only with other banks but also with agile fintech platforms that deliver faster, more convenient mobile-first experiences. This shift indicates that mobile usability, app performance, and integrated digital services are now critical differentiators in financial services.



E-commerce remains an emerging but growing channel, led by Jumia with 15% smartphone penetration among Nigerian users

E-commerce Platforms



The study indicates a growing level of engagement with e-commerce applications among smartphone users in Nigeria, reflecting the increasing role of mobile devices in enabling digital commerce. As more consumers gain access to smartphones and internet connectivity, mobile applications are becoming an important channel for browsing products, comparing prices, and making purchases online. This trend highlights the gradual shift toward mobile-driven retail experiences, particularly among urban consumers who rely on smartphones as their primary digital access point.

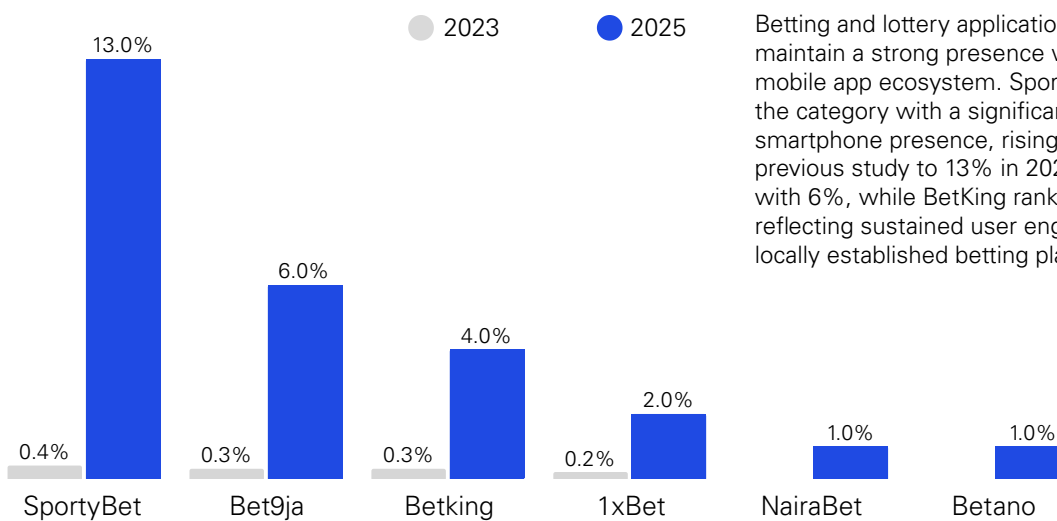
The adoption of e-commerce platforms is being supported by several factors, including improvements in digital payment infrastructure, increased familiarity with online transactions, and the expansion of logistics networks that enable delivery services across major cities. As consumers become more comfortable conducting transactions through mobile apps, online marketplaces are playing a growing role in connecting buyers with a wide range of products and services without the need to visit physical stores.

For businesses and retailers, the increasing penetration of e-commerce applications signals significant opportunities to expand digital sales channels and reach a broader customer base. Companies that invest in mobile-friendly platforms, reliable delivery systems, and seamless digital payment options will be better positioned to capture the growing demand for online shopping.



SportyBet leads Nigeria's betting app market with 13% smartphone penetration, followed by Bet9ja at 6%.

Betting & Lottery Apps

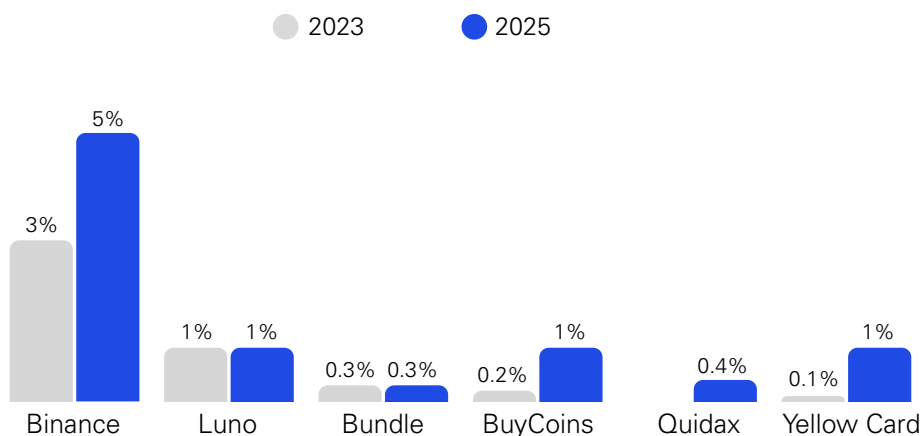


Betting and lottery applications continue to maintain a strong presence within Nigeria's mobile app ecosystem. SportyBet leads the category with a significant increase in smartphone presence, rising from 0.4% in the previous study to 13% in 2025. Bet9ja follows with 6%, while BetKing ranks third with 4%, reflecting sustained user engagement with locally established betting platforms.

The strong performance of these apps may be influenced by their localized user experience, widespread brand visibility, and integration with mobile payment services. Frequent promotional campaigns, simple registration processes, and compatibility with popular fintech platforms have also contributed to their accessibility among smartphone users. Compared with global competitors such as 1xBet and Betway, regional betting platforms demonstrate stronger penetration in the Nigerian market.

Cryptocurrency adoption remains niche in Nigeria's mobile ecosystem, with Binance leading the category at just 5% smartphone penetration.

Crypto Platforms



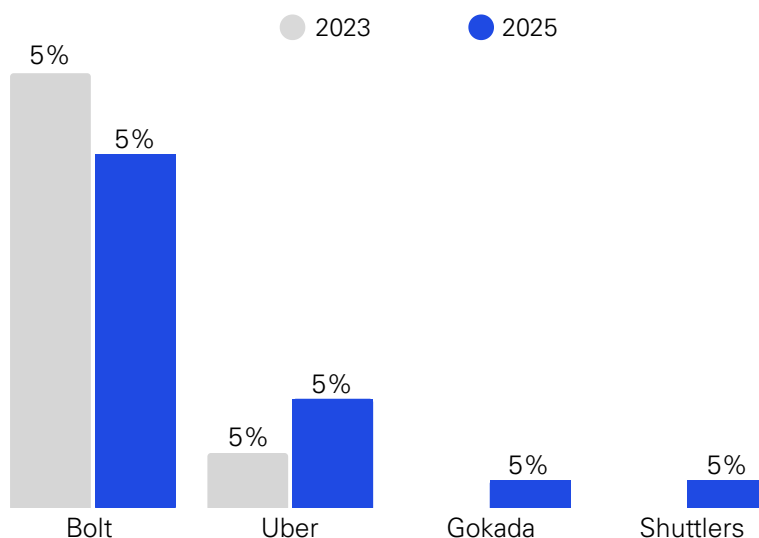
International cryptocurrency platforms maintain a modest but noticeable presence among Nigerian smartphone users. Binance leads the category with a 5% smartphone penetration rate, reflecting a 2% increase from the previous study. Bybit and Trust Wallet follow with 4% and 3% presence respectively, completing the top three global cryptocurrency platforms installed on users' devices.

The continued leadership of Binance may be linked to its strong global brand recognition, wide range of trading features, and consistent engagement with the Nigerian crypto community. Similarly, the growing presence of Bybit and Trust Wallet suggests increasing user awareness of alternative trading platforms offering competitive fees and simplified onboarding processes.

Despite the visibility of these platforms, overall penetration remains relatively low compared with other app categories. This indicates that cryptocurrency trading continues to represent a niche activity within Nigeria's broader smartphone ecosystem, primarily used by a smaller segment of digitally active users.

Ride-hailing platforms are becoming essential urban mobility tools, led by Bolt (16%) and Uber (13%) among Nigerian smartphone users.

Transport & Mobility



Transport and mobility apps have become an important component of urban smartphone usage in Nigeria. Platforms such as Bolt and Uber continue to dominate the category, providing ride-hailing services that offer convenience and reliability for commuters in major cities.

The growth of these platforms reflects increasing demand for flexible transportation solutions in densely populated urban centers.

Features such as transparent pricing, real-time ride tracking, and digital payment integration contribute to their appeal among smartphone users.

In addition to international platforms, local mobility services such as Gokada and Shuttlers also contribute to the ecosystem by addressing specific urban transportation needs. Their presence indicates the growing role of app-based mobility solutions in improving access to transportation services in Nigeria.



08

**Entertainment
& Media**

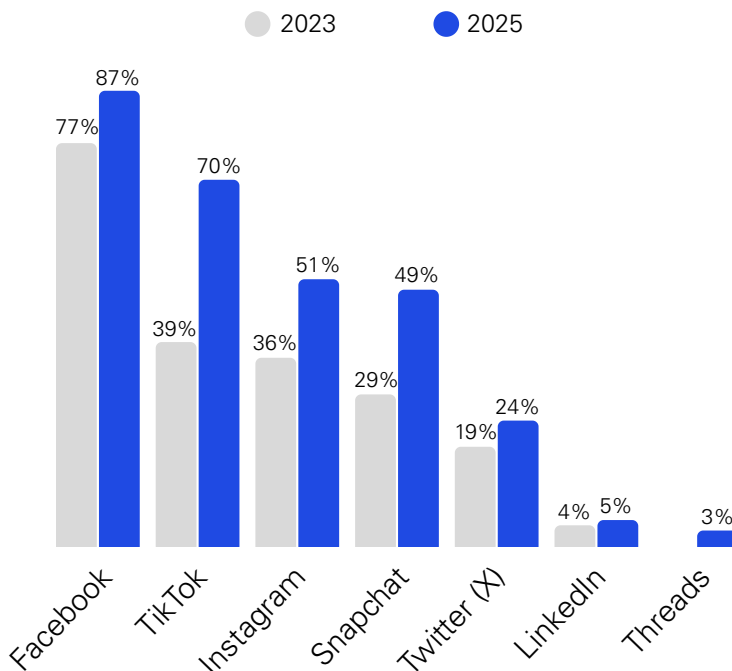
Social media remains central to Nigeria's digital behavior, with Facebook reaching 87% and TikTok rapidly expanding to 70% smartphone presence.

Social Media & Communication Apps

Social media and messaging applications remain among the most widely used digital platforms in Nigeria.

The study identifies WhatsApp, Facebook, and TikTok as the leading social and communication apps among Nigerian smartphone users, reflecting their strong role in everyday digital interaction.

WhatsApp continues to dominate the messaging space due to its simplicity, low data consumption, and wide adoption across both personal and business communication.

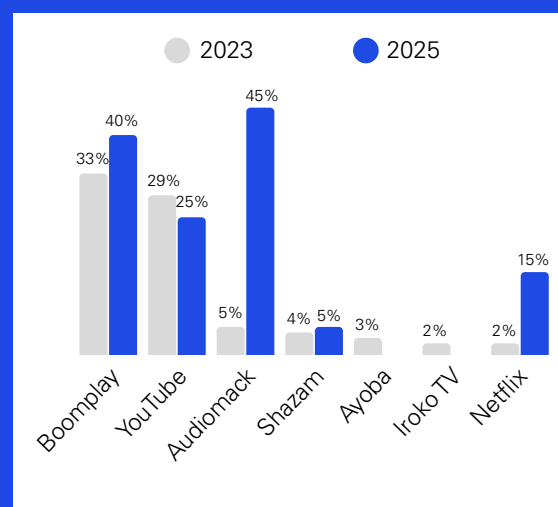


Music streaming is increasingly mobile-first in Nigeria, with Audiomack (45%) and Boomplay (40%) leading digital entertainment consumption.

Media & entertainment platforms

Media and entertainment apps continue to attract significant user engagement among Nigerian smartphone users. Within the music streaming segment, Audiomack leads with a 45% smartphone presence, surpassing Boomplay, which records 40%.

YouTube also maintains strong relevance as a widely used video and content streaming platform.



Media & Entertainment Apps

Audiomack's leadership may be linked to its strong support for African music content and its growing popularity among younger audiences. Boomplay also maintains strong visibility due to its focus on regional music distribution and partnerships with local artists and record labels.

Overall, the increasing adoption of streaming platforms highlights a shift toward on demand digital entertainment. As smartphone penetration continues to grow, music and video streaming services are expected to remain central to how Nigerian users consume entertainment content.



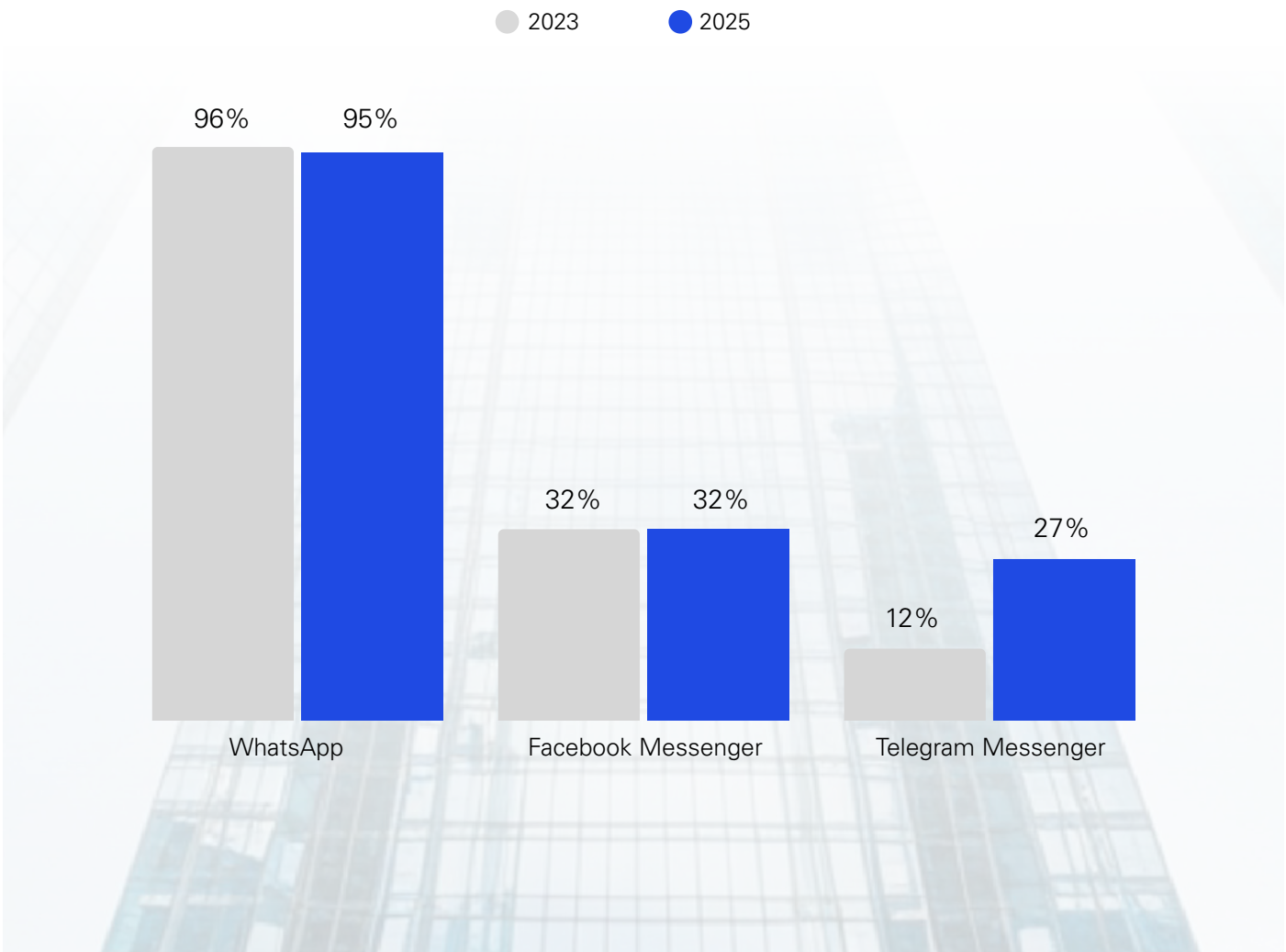
WhatsApp dominates Nigeria’s messaging ecosystem with 95% smartphone penetration.

Messaging Apps

Messaging applications remain central to smartphone usage in Nigeria, with WhatsApp maintaining an overwhelming lead in this category. The platform records a 95% smartphone presence, making it the most widely installed messaging app among respondents. Facebook Messenger follows with a significantly lower presence of 32%, while Telegram ranks third with 27%.

WhatsApp’s strong dominance reflects its position as the primary communication tool for personal, social, and business interactions across the country. Its ease of use, low data consumption, and wide adoption across different demographic groups have contributed to its continued leadership in Nigeria’s messaging ecosystem.

While Facebook Messenger maintains a steady presence due to its integration with the Facebook platform, Telegram’s growth indicates increasing user interest in alternative messaging platforms. Features such as large group capacity, cloud storage, and enhanced privacy options may be contributing to Telegram’s gradual rise among Nigerian smartphone users.



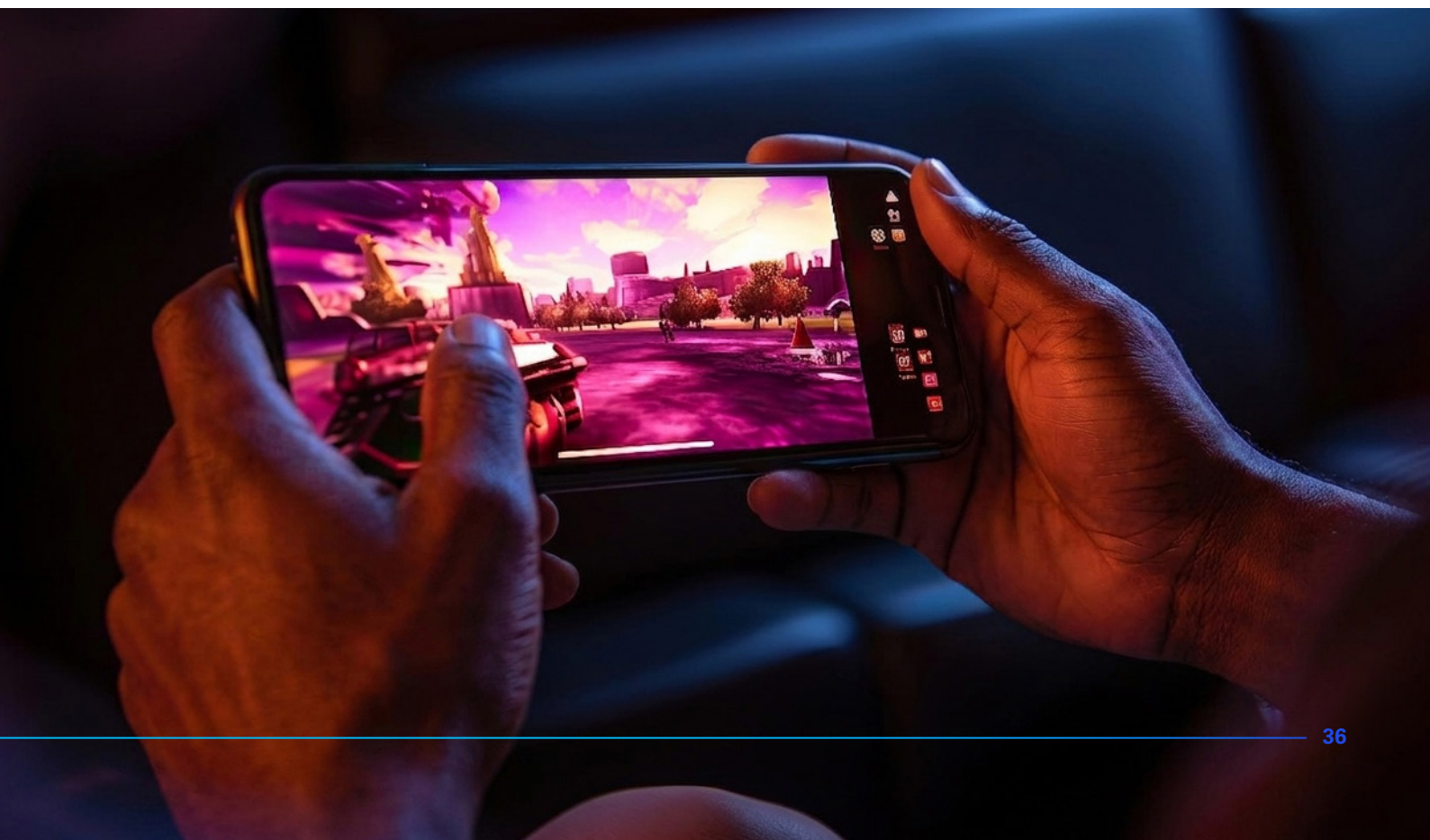
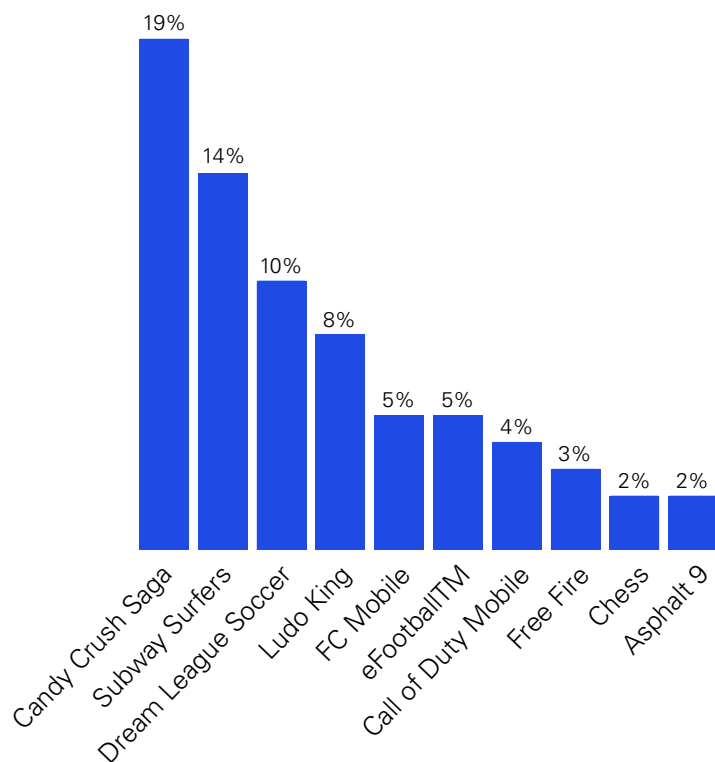
Casual mobile games dominate Nigeria's gaming ecosystem, with Candy Crush Saga leading at 19% smartphone penetration.

Game Apps

Mobile gaming continues to play an important role in smartphone entertainment among Nigerian users. Candy Crush Saga (19%) ranks top for game apps on phones, followed by regional hits like Naija Ludo (17%) and Naija Whot (15%) that excel due to their cultural relevance and offline play. They rank high in frequency, appealing across socio-economic groups.

The strong performance of these games reflects their accessibility, simple gameplay mechanics, and ability to run efficiently on a wide range of smartphone devices. Their lightweight design and compatibility with lower-spec devices make them particularly suitable for markets where mid-range Android smartphones dominate.

Additionally, these games benefit from brand recognition and continuous updates that maintain user engagement. Their mix of casual gameplay, offline functionality, and short play sessions makes them appealing to a broad demographic of smartphone users across Nigeria.





09

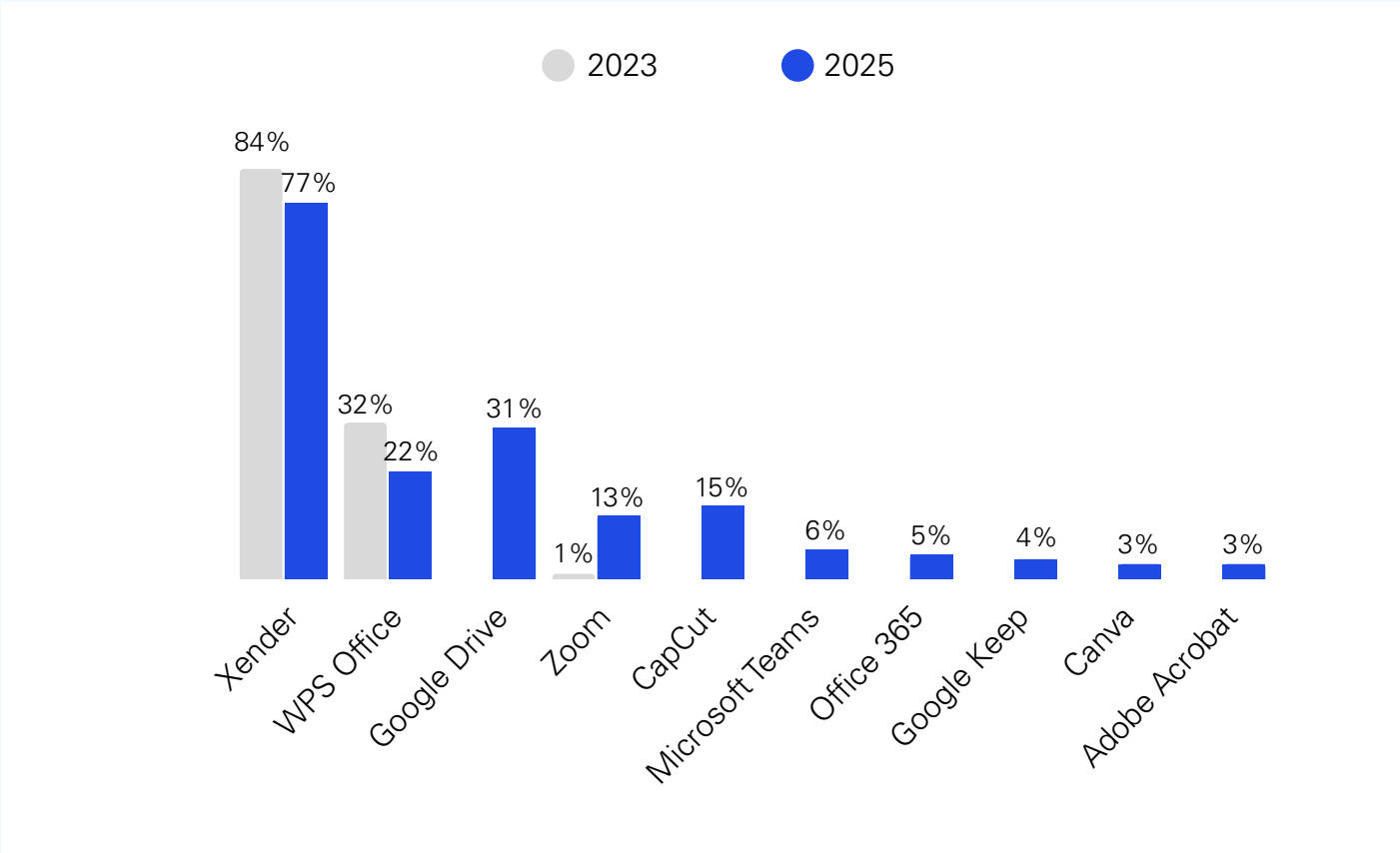
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Emerging Technologies

File-sharing utility Xender functions as Nigeria’s most widely used productivity app, appearing on 77% of smartphones.

Productivity Tools

Productivity applications are widely used among Nigerian smartphone users, with Xender emerging as the most dominant platform in the category. With a 77% smartphone presence, it significantly outperforms other productivity tools, reflecting its role as a widely adopted file-sharing solution.



Xender’s strong adoption can largely be attributed to its offline file transfer capabilities, which allow users to share files without relying on internet connectivity. This feature is particularly valuable in environments where data costs remain high or network reliability varies across locations.

Other productivity tools such as Google Drive (31%) and WPS Office (22%) also maintain notable presence on smartphones. These applications support document management, cloud storage, and office productivity tasks, indicating that smartphone users increasingly rely on mobile devices for both personal and work related activities.

Educational apps remain niche in Nigeria, with Google Classroom leading adoption at 3%.

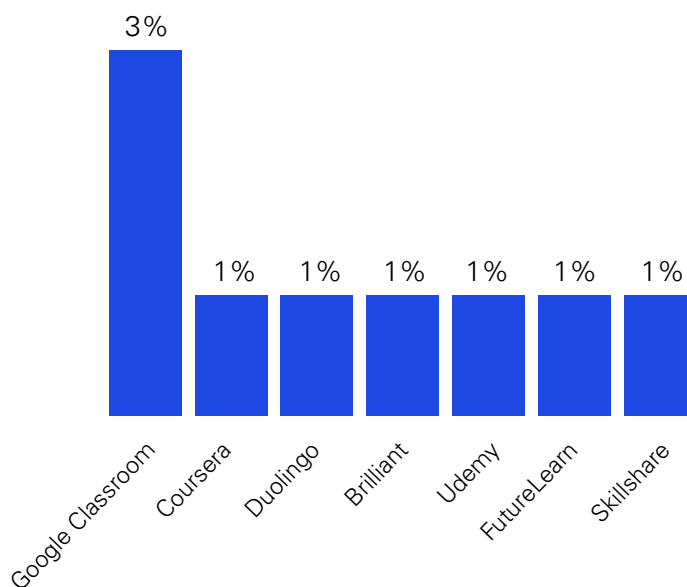
Educational Platforms



Educational apps maintain a relatively small but meaningful presence within Nigeria's smartphone ecosystem. Google Classroom leads the category with a 3% smartphone presence, while Coursera and Duolingo follow with approximately 1% each. These platforms represent the most commonly installed educational applications among respondents.

Google Classroom's leadership may be attributed to its widespread use within schools and learning institutions. Its integration with other Google services and its role in facilitating remote learning have contributed to its adoption among students and educators.

Meanwhile, Coursera and Duolingo cater to more specialized learning needs, including professional development and language education. Their lower penetration reflects a more niche user base.



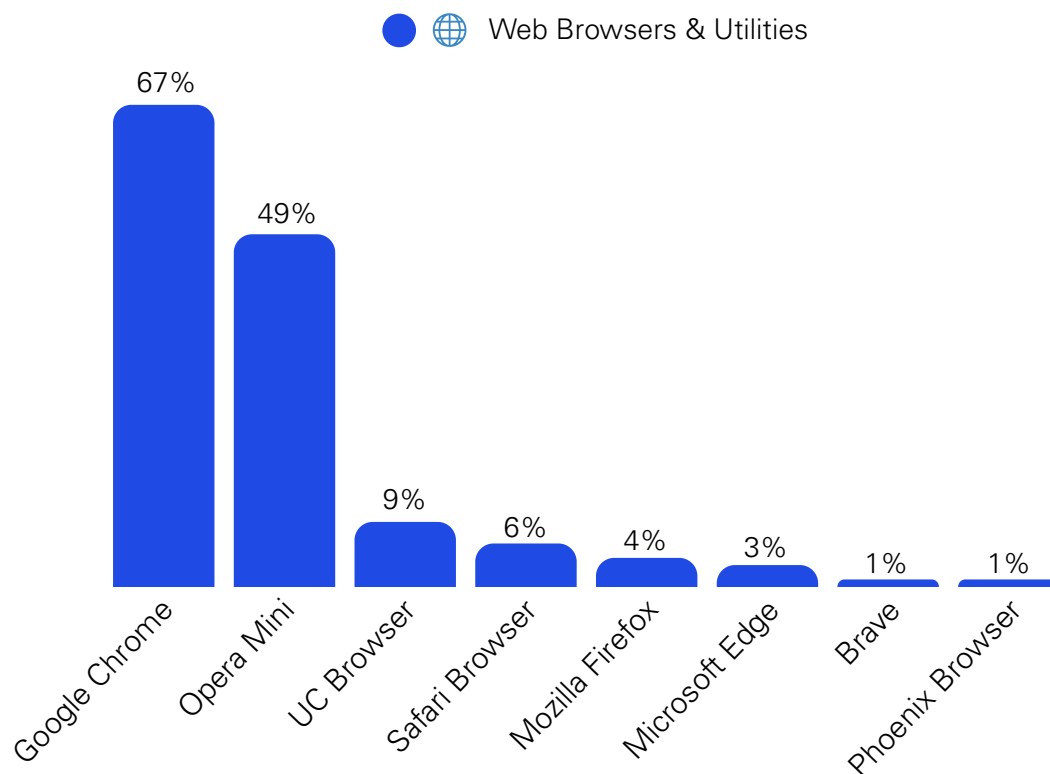
Google Chrome dominates Nigeria's mobile browsing ecosystem with 67% penetration, while Opera Mini remains relevant due to its 49% data-saving adoption.

Web browsers & utilities

Web browsers remain essential utilities for smartphone users in Nigeria, serving as the primary gateway to internet access, search, and web-based services. Google Chrome leads the category with a dominant 67% presence on smartphones, significantly outperforming other browsers. Opera Mini follows in second place with a 49% presence, reflecting its continued relevance among users seeking lightweight browsing solutions.

The strong performance of Google Chrome can largely be attributed to its default installation on many Android devices and its seamless integration with Google services such as Search, Gmail, and Google Drive. Opera Mini's relatively high adoption may be linked to its data-saving capabilities and optimized performance in areas where internet speed and affordability remain key considerations for users. Other browsers such as UC Browser (9%), Safari (6%), Mozilla Firefox (4%), and Microsoft Edge (3%) maintain smaller shares within the market. Meanwhile, niche browsers including Brave and Phoenix Browser record minimal presence at 1% each.

Overall, the distribution highlights a market largely dominated by a few widely recognized platforms, with user preference influenced by device compatibility, browsing speed, and data efficiency.



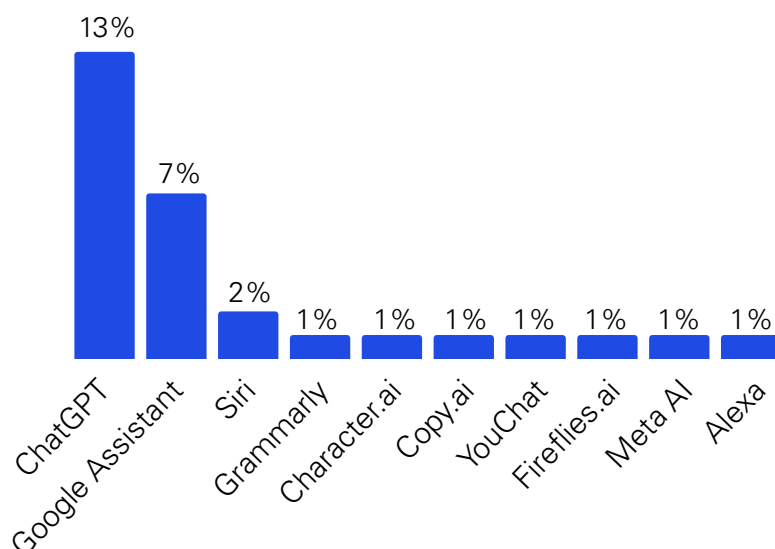
AI tools are emerging in Nigeria's mobile ecosystem, with ChatGPT leading adoption at 13%.

Artificial Intelligence Tools

The study also highlights the growing awareness and usage of artificial intelligence tools among Nigerian smartphone users. Platforms such as ChatGPT and Google Assistant have gained increasing attention as consumers explore new ways to access information, automate tasks, and enhance productivity.

Although AI adoption is still in its early stages compared to other application categories, the growing presence of these tools signals increasing interest in emerging technologies. As digital literacy improves and more AI-powered applications become available, usage levels are expected to expand further.

For businesses and technology developers, the rise of AI tools presents new opportunities to introduce intelligent services and automation-driven solutions tailored to Nigerian consumers. These innovations have the potential to reshape productivity, education, customer service, and digital interaction across multiple sectors.



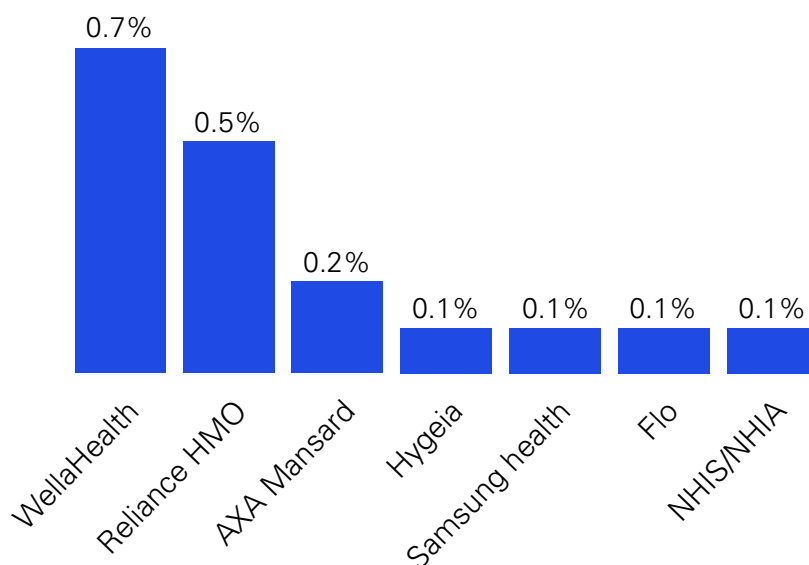
Digital health apps remain underpenetrated in Nigeria, with WellaHealth leading at 0.7% smartphone presence

Health Insurance Apps



WellaHealth, in partnership with MTN, leads the Healthcare and Insurance category with a smartphone presence of 0.7%. The brand's integration with the MTN app and provision of micro-health plans have significantly enhanced its accessibility and visibility.

Reliance HMO and AXA Mansard complete the top three, with 0.5% and 0.2% smartphone presence respectively. Their positions may reflect growing consumer awareness of private health insurance solutions, though their relatively lower presence suggests limited digital penetration compared to WellaHealth's telco-integrated model.



Future Outlook



Nigeria's smartphone ecosystem is expected to continue expanding as device affordability improves, mobile internet access becomes more widespread, and digital services become increasingly integrated into everyday activities. As smartphone penetration deepens across urban centers and gradually expands into smaller cities, mobile devices will remain the primary gateway for Nigerians to access financial services, communication platforms, digital entertainment, and productivity tools.

Financial technology is expected to remain one of the fastest-growing segments of the mobile app ecosystem. As mobile payments, digital wallets, and agent banking networks expand, fintech platforms are likely to further strengthen their position in everyday financial transactions. The increasing integration of mobile banking, digital payments, and e-commerce platforms will continue to accelerate Nigeria's transition toward a more digitally connected financial system.

Digital media consumption is also projected to grow significantly as streaming services, social media platforms, and gaming applications become further embedded in daily smartphone usage. Increasing smartphone storage capacity and improved mobile

internet infrastructure will enable greater adoption of video streaming, music platforms, and interactive mobile entertainment, driving further growth within Nigeria's digital content economy.

Emerging technologies such as artificial intelligence, cloud-based productivity tools, and mobile-enabled learning platforms are also expected to gain wider adoption. As awareness and accessibility improve, more users are likely to integrate AI-powered assistants, cloud storage tools, and digital learning platforms into their smartphone usage, further expanding the role of mobile devices beyond communication and entertainment.

Looking ahead, Nigeria's digital ecosystem is likely to remain strongly mobile-first, with smartphones serving as the central platform for digital engagement across multiple sectors. Businesses that continue to innovate with mobile-focused products, localized services, and user-friendly applications will be best positioned to benefit from the continued growth of Nigeria's smartphone-driven digital economy.

Conclusion



Overall, the findings of the Nigeria Smartphone Study 2025 confirm that smartphones have become the primary gateway to digital services for millions of Nigerians.

Increasing device affordability, improved connectivity, and expanding digital ecosystems continue to drive smartphone adoption across the country. The growing popularity of fintech platforms, social media applications, entertainment platforms, and emerging technologies highlights the dynamic nature of Nigeria's digital economy. As more consumers integrate smartphones into their daily lives, digital services will play an increasingly central role in communication, commerce, education, and financial activities.

For businesses, investors, and policymakers, these insights provide a valuable roadmap for navigating Nigeria's evolving technology landscape.

Organizations that align their strategies with mobile-first consumer behaviour will be best positioned to capitalize on the opportunities presented by Nigeria's rapidly expanding digital ecosystem.

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