



Nigeria's Digital Economy

Unlocking Growth and Opportunity

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Infrastructure

\$1.8B

Nigeria's projected annual GDP increase by 2035

15M

Additional Nigerians online by 2035

80%

Nigerians who say access to reliable internet has improved compared to a decade ago

Platforms

\$820M

In direct business activity (2025)

14M

Nigerian SMEs use Meta's apps as digital storefronts, reducing capital barriers and reaching customers across borders

\$640M

Productivity gains for businesses

81%

Online businesses that strongly agree that Meta platforms expanded customer base

93%

Meta platform users in Nigeria feel more connected to a wider community or group thanks to Meta's platforms

Open-Source AI

\$22B

GDP contribution from increasing AI adoption

LLaMA, NLLB, and PyTorch lower licensing and infrastructure costs, enabling Nigerian developers to build locally relevant AI.

87%

Adults who say Sub Saharan African AI will be important for economic growth

Nigeria stands at a pivotal moment in its digital journey. With a young, connected population and a surge of entrepreneurial energy, the country is poised for a new era of digital-driven growth and opportunity. In 2025, Meta's platforms generated **\$820 million in economic activity for businesses across Nigeria**, underscoring the scale of digital transformation underway. Nigeria's digital economy has the potential to go from **\$52 billion today to \$120 billion** by 2035, if the right foundations are in place.

Realising this potential requires building on Nigeria's strengths and expanding opportunity by improving connectivity, empowering entrepreneurs, broadening access to technology, and ensuring an enabling regulatory environment. Meta's investments in infrastructure, digital platforms, and open-source AI are opening new doors for Nigerian businesses and communities, accelerating digital transformation and boosting participation in the digital economy.



01 | Infrastructure Building the Backbone for Growth

Reliable, high-capacity internet is the foundation of Nigeria's digital progress. Today, Meta's investments in terrestrial fibre and edge infrastructure are already helping to deliver results: **80% of online adults in Nigeria say it is much easier to access reliable internet compared to a decade ago.**

Ongoing investments like Meta's into the 2Africa submarine cable, terrestrial fibre, and edge infrastructure will lower the cost of digital participation, expand market opportunities, and make real-time digital services accessible to millions more Nigerians - enabling new industries, remote work, digital health, and education in Nigeria. As the 2Africa submarine cable reaches its Lagos landing point and achieves full deployment, **it is projected to boost Nigeria's GDP by \$1.8 billion a year on average by 2035, bringing an extra 15 million Nigerians online** and unlocking new opportunities for digital services, innovation, and economic growth.

02 | Platforms Expanding Access and Economic Participation

Digital platforms are the engine of Nigeria's informal and micro-enterprise sectors, turning connectivity into real economic participation. They lower the barriers to entry for millions, enable cross-border trade, and help make the African Continental Free Trade Area a reality for Nigerian businesses. Beyond this, these platforms also strengthen everyday life and community ties, helping people stay connected to friends, family, and society.

Meta's platforms - Facebook, Instagram, WhatsApp, Messenger, Meta AI, and Threads - are important digital platforms for Nigerian entrepreneurs and SMEs. By reducing the need for physical storefronts, lowering advertising costs, and enabling communication, these platforms help democratise access to markets and customers. In 2025, we estimate that **14 million Nigerian SMEs** used Meta's platforms to start and grow their businesses, contributing **\$2 billion to Nigeria's GDP**, and delivering **an estimated \$640 million in productivity gains** through more efficient communication with instant messaging.

The scale of adoption reflects how deeply these platforms are integrated into Nigeria's business landscape: **81% of the businesses in our online poll strongly agree that say Facebook, Instagram, and WhatsApp have expanded their customer base beyond local geography.**

Moreover, Meta's platforms form part of the rails for everyday life and community connections: **93% of users of Meta platforms in Nigeria feel more connected to a wider community or group thanks to Meta's platforms.**

03 | Open-Source AI Empowering Local Innovation

Nigeria is home to one of Africa's most dynamic and rapidly growing developer communities, with a strong appetite for AI and digital innovation. Yet, high costs, skills gaps, and language barriers have historically limited access to advanced technology. Meta's open-source AI tools - such as LLaMA, No Language Left Behind, PyTorch, and React Native - are helping to change this, making world-class AI accessible to Nigerian innovators.

The significance of open-source AI for Nigeria's future is clear: **87% of online Nigerians believe AI products developed within Africa will be important for the continent's economic growth.**

Moreover, the payoff for Nigeria's economy could be transformative. **By 2035, we estimate increased AI adoption could boost Nigeria's GDP by \$22 billion.**

Open-source AI is the lever for Nigeria to move from technology consumer to technology creator. By lowering the cost and technical barriers, these tools empower local developers to build solutions in local languages, for local needs, and thereby **fuelling** innovation in agriculture, health, education, security, and beyond. **This is how Nigeria accelerates local innovation and drives inclusive growth.**

04 | Conclusion Charting Nigeria's Digital Future

The next decade will be defined by how quickly Nigeria can scale infrastructure, empower entrepreneurs, and democratise access to advanced technology. Meta's investments are helping remove the barriers to Nigeria's digital potential. By building on its strengths and addressing its challenges, Nigeria can unlock new growth, create millions of jobs, and build a future where Nigerian solutions define the digital landscape in Nigeria and beyond.

