

50 FAST-SELLING

Physical Products Guide

What to Sell, What to Pay, What to Charge & Where to Source — Nigeria 2026

BONUS MATERIAL | Included with 33 Businesses You Can Start With Less Than ₦100K

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How to Use This Guide

This guide gives you 50 physical products that are actively selling in Nigeria right now. Each product comes with a brief note on why it moves, a buying price range, a recommended selling price range, and where to source it.

Use this guide in two ways:

1. Pick one product that fits a business from the main ebook and use it as your starting inventory.
2. Use multiple products to build a multi-product reselling business online via WhatsApp or Instagram, or from a physical stall.

Prices are approximate and may vary by location and season. Always compare at least 2–3 suppliers before buying your first stock.

□ Fashion & Accessories

#	Product & Notes	Buy Price	Sell Price	Where to Source
1	Thrift Jeans (Okrika) <i>Grade A denim — moves fast in all demographics</i>	₦1500–₦2500	₦5,500– ₦15,000	Katangua (Lagos), Onitsha Main Market
2	Thrift Sneakers <i>Branded foreign used shoes — huge demand online and offline</i>	₦8000– ₦15000	₦25000– ₦47,000	Katangua Market, Aba Market
3	Ladies Ankara Tops <i>Fast-moving fashion, especially around festive season</i>	₦1,000– ₦1,500	₦3,000– ₦5,000	Balogun Market Lagos, Wuse Market Abuja
4	Men's Plain T-Shirts <i>Versatile, resells well in bulk and individually</i>	₦700–₦1,200	₦2,500– ₦4,000	Trade Fair Lagos, Ariaria Market Aba
5	Children's Clothing Bundle <i>Buy bale or bundle, sell per piece — high demand from parents</i>	₦400– ₦700/piece	₦1,500– ₦3,000	Katangua, Onitsha, Aba
6	Waist Beads <i>Low cost, very high margin — popular among women of all ages</i>	₦150–₦300	₦800–₦1,500	Balogun Market, Alaba, Aliexpress
7	Woven/Raffia Bags <i>Trendy, Afrocentric aesthetic — popular on Instagram</i>	₦800–₦1,500	₦3,000– ₦6,000	Ibadan craft market, Lekki Arts Market
8	Scrunchies & Hair Ties	₦50–₦100	₦300–₦600	Alaba, Balogun, Aliexpress bulk order

	<i>Cheap to source in bulk, sells fast especially to students</i>			
9	Bum Shorts (Ladies) <i>Year-round seller — popular with young women and gym-goers</i>	₦600–₦1,000	₦2,000– ₦3,500	Trade Fair Lagos, Ariaria Aba
10	Baseball Caps <i>Fashion + sun protection — constant demand, especially plain ones</i>	₦500–₦900	₦2,000– ₦3,500	Alaba, Balogun, Trade Fair

□ Beauty & Personal Care

#	Product & Notes	Buy Price	Sell Price	Where to Source
11	Perfume Oils (Roll-On) <i>Locally blended — high margin, low cost to produce or resell</i>	₦300–₦600	₦1,000– ₦2,000	Tejuosho Market Lagos, online suppliers, (Jiji)
12	Human Hair Attachments <i>Consistently high demand — women buy monthly</i>	₦3,000– ₦6,000	₦8,000– ₦15,000	Tejuosho, Onitsha Hair Market
13	Lace Wigs (Pre-made) <i>Strong demand especially around events and celebrations</i>	₦8,000– ₦15,000	₦20,000– ₦40,000	Tejuosho, Aliexpress, Chinese hair vendors
14	Shea Butter (Raw) <i>Popular for skin and hair — demand growing with natural hair movement</i>	₦500–₦800/kg	₦2,000– ₦3,500	Kano, Kaduna, Jankara Market Lagos
15	Eyebrow Pencils & Kits <i>Everyday beauty essential — fast-moving at low price points</i>	₦200–₦400	₦800–₦1,500	Alaba, Balogun, Aliexpress
16	False Lashes <i>Cheap to source in bulk, excellent margins per unit</i>	₦100– ₦200/pair	₦500–₦1,200	Alaba Market, Aliexpress bulk
17	Skin Brightening Soaps <i>Huge market in Nigeria — sells fast online and in salons</i>	₦300–₦600	₦1,200– ₦2,500	Tejuosho, Balogun, cosmetic wholesalers
18	Hair Growth Oils <i>Trending with natural hair community —</i>	₦800–₦1,500	₦3,000– ₦5,000	Chemical suppliers, cosmetic wholesalers

	<i>resells well in small bottles</i>			
19	Nail Kits & Press-Ons <i>Affordable alternative to salon nails — popular among students and workers</i>	₦500–₦900	₦2,000– ₦4,000	Alaba, Aliexpress, cosmetic shops
20	Deodorants & Body Mists <i>Daily use item — sells well in bulk and individually</i>	₦400–₦800	₦1,500– ₦2,500	Trade Fair, Balogun, pharmaceutical wholesalers

□ Food & Consumables

#	Product & Notes	Buy Price	Sell Price	Where to Source
21	Groundnut (Roasted, Packaged) <i>Low production cost, daily snack demand — great for roadside and estates</i>	₦300–₦500/kg	₦800–₦1,500	Farms, Daleko Market Lagos, Mile 12
22	Crayfish (Dried) <i>Kitchen staple — buy in bulk and sell in small measures for high margin</i>	₦2,000– ₦4,000/kg	₦5,000– ₦8,000	Mile 12 Lagos, Aba, Onitsha markets
23	Dried Pepper (Blended/Whole) <i>Daily cooking ingredient — consistent demand everywhere in Nigeria</i>	₦1,500– ₦2,500/kg	₦4,000– ₦6,000	Mile 12, Bodija Market Ibadan
24	Zobo (Dried Hibiscus Leaves) <i>Low cost input, high margin product — buy in bulk, sell in smaller packs</i>	₦500– ₦800/pack	₦2,000– ₦3,500	Kano, Jos, major food markets nationwide
25	Palm Oil (Wholesale to Retail) <i>Staple oil in every kitchen — buy by drum, sell by litre for margin</i>	₦800– ₦1,200/litre	₦1,800– ₦2,500	Imo, Cross River, Delta, local wholesalers
26	Honey (Raw/Natural) <i>Growing health-conscious market — resells well in branded bottles</i>	₦5,000– ₦9,500/litre	₦15,000– ₦28,000	Plateau State, Gombe, farm cooperatives
27	Tiger Nuts (Aya) <i>Healthy snack trend on the rise — sells raw or as milk</i>	₦400–₦700/kg	₦1,500– ₦2,500	Northern markets, Mile 12 Lagos

28	Chin Chin (Homemade) <i>Consistent snack demand — package well and sell to shops, schools, events</i>	₦500–₦800/kg to produce	₦2,000– ₦3,500	Source ingredients from Daleko or Mile 12
29	Egusi (Melon Seeds) <i>Soup ingredient staple — buy in bulk and retail in smaller quantities</i>	₦2,000– ₦3,500/kg	₦5,000– ₦7,000	Onitsha, Mile 12, Bodija Market
30	Sachet Water (Crates) <i>Everyday essential — low margin per unit but consistent volume income</i>	₦100– ₦150/crate	₦200–₦250	Local water factories, buy direct from producer

□ Home & Household

#	Product & Notes	Buy Price	Sell Price	Where to Source
31	Plastic Storage Containers <i>Household staple — sells well individually and in sets</i>	₦500– ₦1,000/set	₦2,000– ₦4,000	Trade Fair Lagos, Alaba, Chinese wholesalers
32	Mosquito Nets <i>High demand in rainy season — perennial need across Nigeria</i>	₦800–₦1,500	₦2,500– ₦4,500	Trade Fair, Onitsha, chemical/health suppliers
33	Rechargeable LED Lanterns <i>Power outage essential — demand remains consistently high in Nigeria</i>	₦1,500– ₦3,000	₦5,000– ₦8,000	Alaba Market, Trade Fair, Aliexpress
34	Mop & Bucket Sets <i>Household cleaning staple — sells well before festive season</i>	₦1,000– ₦2,000	₦3,500– ₦5,500	Trade Fair Lagos, Onitsha, hardware markets
35	Kitchen Knives (Sets) <i>Every kitchen needs them — budget sets move fast in local markets</i>	₦800– ₦1,500/set	₦3,000– ₦5,000	Trade Fair, Alaba, Aliexpress bulk
36	Hangers (Bundle Packs) <i>Cheap to source, steady demand from laundry businesses and households</i>	₦200– ₦400/bundle	₦800–₦1,500	Trade Fair, plastic goods wholesalers
37	Insecticide Sprays	₦400– ₦700/can	₦1,000– ₦1,500	Pharmaceutical wholesalers, Trade Fair

	<i>Daily need item — buy in bulk cartons and sell per can</i>			
38	Washing Bowls & Basins <i>Volume seller — affordable household item with consistent demand</i>	₦500–₦900	₦1,800– ₦3,000	Trade Fair, Onitsha, plastic goods markets
39	Doormats <i>Low cost, fast-moving — sell online and in neighbourhood markets</i>	₦400–₦700	₦1,500– ₦2,500	Trade Fair, Chinese goods wholesalers
40	Air Fresheners <i>Affordable repeat-purchase item — homes, offices, cars, salons</i>	₦300–₦600	₦1,000– ₦1,800	Trade Fair, pharmaceutical wholesalers, Alaba

□ Electronics & Gadgets

#	Product & Notes	Buy Price	Sell Price	Where to Source
41	USB Charging Cables <i>Every phone owner needs them — sell individually or in bulk to shops</i>	₦150–₦300	₦600–₦1,200	Alaba Market Lagos, Aliexpress bulk
42	Earphones/Earbuds <i>Fast-moving daily accessory — budget earphones sell in high volume</i>	₦300–₦600	₦1,200– ₦2,500	Alaba, Trade Fair, Aliexpress
43	Power Banks <i>Constant demand due to power outages — reliable brand names move fastest</i>	₦3,000– ₦6,000	₦8,000– ₦15,000	Alaba Market, Computer Village Ikeja
44	Phone Cases & Covers <i>Model-specific cases sell fast — keep updated with popular phone models</i>	₦200–₦500	₦800–₦2,000	Alaba, Computer Village, Aliexpress
45	Screen Protectors <i>Pairs with every phone case sale — offer free installation as a hook</i>	₦150–₦300	₦500–₦1,200	Alaba, Computer Village Ikeja
46	Mini Bluetooth Speakers <i>Popular gift item and personal use product — sells well online</i>	₦2,000– ₦4,000	₦6,000– ₦12,000	Alaba, Aliexpress, Computer Village

47	Selfie Ring Lights (Small) <i>Content creators and makeup artists buy these constantly</i>	₦1,500– ₦3,000	₦5,000– ₦9,000	Alaba, Computer Village, Aliexpress
48	Smart Watch (Budget) <i>Fast-growing category — affordable smartwatches move fast on Instagram</i>	₦4,000– ₦8,000	₦12,000– ₦20,000	Alaba, Computer Village, Aliexpress
49	Laptop Cooling Pads <i>Students and remote workers — buy before NYSC or back-to-school season</i>	₦2,000– ₦4,000	₦6,000– ₦10,000	Computer Village Ikeja, Alaba
50	Electric Hair Clippers <i>Barbers and households — always in demand, especially budget models</i>	₦3,000– ₦6,000	₦8,000– ₦15,000	Alaba, Trade Fair, Aliexpress bulk

□ Health, Kids & Baby

#	Product & Notes	Buy Price	Sell Price	Where to Source
51	Hand Sanitisers (Bulk) <i>Post-pandemic habit that stuck — sells fast in offices, schools, clinics</i>	₦300–₦500	₦1,000– ₦1,800	Pharmaceutical wholesalers, Trade Fair
52	Vitamin C Supplements <i>Health-conscious Nigerians buy this monthly — resell in pharmacies</i>	₦800–₦1,500	₦2,500– ₦4,000	Pharmaceutical wholesalers, Idumota Market
53	Sanitary Pads (Bulk) <i>Monthly necessity for every woman — buy cartons, sell per pack</i>	₦400– ₦700/pack	₦1,000– ₦1,500	Pharmaceutical wholesalers, Trade Fair
54	Baby Diapers (Bulk) <i>Parents buy constantly — carton reselling has strong repeat customers</i>	₦4,000– ₦7,000/pack	₦8,000– ₦12,000	Pharmaceutical wholesalers, Trade Fair Lagos
55	Baby Wipes <i>Pairs with every diaper sale — buy in cartons and retail per pack</i>	₦300– ₦600/pack	₦1,000– ₦1,500	Pharmaceutical wholesalers, Trade Fair
56	Children's Backpacks	₦1,500– ₦2,500	₦4,500– ₦8,000	Trade Fair, Aliexpress, Onitsha market

	<i>Back-to-school season is massive — character bags for kids sell fastest</i>			
57	Maternity Wear <i>Underserved niche — pregnant women need comfortable affordable clothing</i>	₦1,500– ₦3,000	₦5,000– ₦9,000	Trade Fair, Tejuosho, Aliexpress
58	Rubber Slippers (Kids) <i>Schools, homes, estates — volume seller at affordable prices</i>	₦300– ₦600/pair	₦1,000– ₦2,000	Trade Fair, Aba footwear market
59	Children's Storybooks <i>Education-focused parents buy these regularly for young children</i>	₦500– ₦1,000	₦2,000– ₦3,500	Book markets, Tejuosho, wholesalers in Yaba
60	Reusable Water Bottles <i>School children, gym-goers, office workers — growing eco-conscious demand</i>	₦500– ₦1,000	₦2,000– ₦4,000	Trade Fair, Aliexpress, plastic goods wholesalers

5 Quick Tips for Resellers

3. Test before you stock. Buy 5–10 units first. Only restock what moves.
4. Bundle products for higher average order value. E.g. phone case + cable + screen protector = one package.
5. Seasonal timing matters. Diapers and baby items spike near Christmas. Fashion spikes before Eid. Plan ahead.
6. Price anchoring works. Always show your original price crossed out before your selling price even on WhatsApp.
7. Your best products will find you. Sell a variety early, then double down on what's moving fastest.