

NIGERIA'S BASKETBALL BOOM

In recent years, basketball has experienced a remarkable surge in popularity across Nigeria.

Participation rates have soared, more Nigerians are being selected for NBA teams, and basketball viewership continues to grow. With substantial investments continuing in infrastructure, training programs, and talent development, the growth of basketball in Nigeria shows no signs of slowing down.

2nd
most popular sport in Nigeria
(behind football)

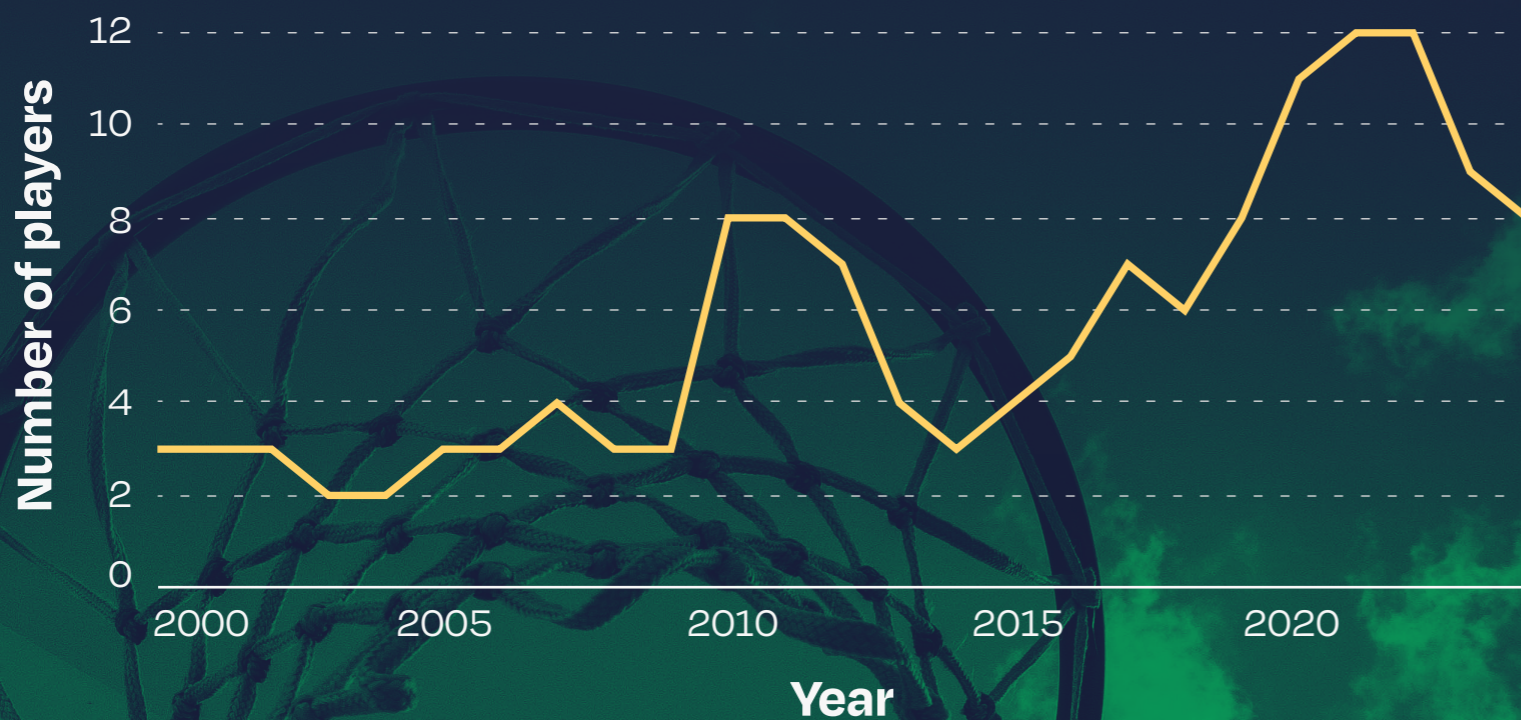
41%
YOY growth in NBA match viewership in Africa
(2023/24)

230%
YOY growth in YouTube views for NBA Africa
(2023/24)



Number of Nigerian players in the NBA*

*Including players that were either born in Nigeria or have represented Nigeria internationally



Diaspora Influence

Several players of Nigerian ancestry have become NBA superstars

Giannis Antetokounmpo
x2 NBA MVP
x8 NBA All-Star
x1 NBA Champion

Bam Adebayo
x3 NBA MVP
x2 Olympic Gold Medalist

While they represent other countries internationally, their Nigerian heritage remains a core part of their identities. Their success stories inspire a new generation of Nigerian athletes to pursue their dreams on the global stage.

MEN & WOMEN National Team Success

African Champions	Olympic Appearances	World Ranking
x1 / x6	x3 / x3	42nd / 8th