

Childrenswear in Nigeria

Market Direction | 2023-01-12 | 17 pages | Euromonitor

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Report description:

Childrenswear was negatively impacted by weak economic conditions in 2022 as high inflation limited consumer spending power and stifled demand. Retailers were forced to increase unit prices as high operating costs and the depreciation of the Naira reduced profit margins. Childrenswear saw a much weaker performance than menswear and womenswear as purchasing brand new childrenswear products is considered a less essential item than men's and women's apparel. Nigerians are accustomed to relying on h...

Euromonitor International's Childrenswear in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Childrenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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