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Footwear in Nigeria

Market Direction | 2023-01-12 | 18 pages | Euromonitor

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Report description:

Footwear saw a strong decline in retail volume sales in 2022, although current value sales increased due to sharp rises in unit prices. Rising inflation during the year had weakened purchasing power whilst footwear brands were forced to increase prices, due to the same inflationary pressures as well as the continuing depreciation of the local currency. Many consumers resorted to second-hand or cottage industry products that are cheaper than new footwear sold through formal retailing channels. Ap...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?
* Get a detailed picture of the Footwear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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