

Womenswear in Nigeria

Market Direction | 2023-01-12 | 24 pages | Euromonitor

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Report description:

Rising inflation has continued to limit consumer spending power in 2022 causing a decline in retail volume terms in 2022 although current value sales remained buoyant. Unit prices have continued to rise in 2022 driven by higher operating costs and the depreciation of the local currency which has made imports more expensive. The higher cost of living has forced consumers to focus on essentials or to switch to more affordable options including second hand clothing, which is booming in Nigeria. Ind...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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The casual clothing trend continues

Social commerce and e-commerce are growing offer personalisation

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