

Hosiery in Nigeria

Market Direction | 2024-01-29 | 17 pages | Euromonitor

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Report description:

Sales of hosiery slumped in retail volume terms in 2023 as the challenging economic conditions in Nigeria put pressure on disposable income. With high inflation limiting consumer spending power consumers were forced to become more frugal and to focus on essentials. The price of hosiery also rose sharply as the local currency continued to depreciate during the year, while manufacturers also faced rising production costs at home and abroad.

Euromonitor International's Hosiery 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Non-Sheer Hosiery, Sheer Hosiery.

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

Why buy this report?

- * Get a detailed picture of the Hosiery 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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HOSIERY IN NIGERIA

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Hosiery sales suffer as inflation and unemployment rises

Informal channels continue to take sales away from formal ones

Competition in hosiery remains highly fragmented with little room for brand loyalty

PROSPECTS AND OPPORTUNITIES

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Non-sheer hosiery to drive growth due to preference for socks that complement footwear

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