

Womenswear in Nigeria

Market Direction | 2024-01-29 | 24 pages | Euromonitor

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Report description:

Womenswear in Nigeria recorded a strong decline in volume sales in 2023 due to the challenging economic conditions in the country, with value growth being largely due to significant price increases. High inflation limited consumer spending power whilst the depreciation of the local currency impacted heavily on pricing as most of the imported womenswear was impacted by strong price increases as the naira depreciated against the US dollar.

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 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: 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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Growing fragmentation in an increasingly competitive market

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