

Apparel and Footwear Specialists in Nigeria

Market Direction | 2024-02-28 | 35 pages | Euromonitor

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Report description:

In 2023, apparel and footwear specialists in Nigeria contended with a challenging retail environment characterised by low consumer purchasing power and rising inflation. As consumers prioritised essential items such as groceries and medicine, discretionary spending on clothing and footwear dwindled. The perception of clothing as a luxury item led many consumers to opt for more affordable alternatives, including second-hand clothing, further dampening sales for apparel and footwear specialists. T...

Euromonitor International's Apparel and Footwear Specialists in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear Specialists 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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Euromonitor International

February 2024

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