

Apparel and Footwear in Nigeria

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Report description:

The weak Nigerian economy heavily impacted sales performance in apparel and footwear over 2024. High inflation constrained consumer purchasing power, whilst the strong depreciation of the local currency led to high price increases for all apparel and footwear products. Consumers curtailed their spending on non-essentials and resorted to using large second-hand marketplaces for cheaper products. Following on from the exit of leading international apparel retailers such as Mr Price and Max over th...

Euromonitor International's Apparel and 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 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: Apparel, Footwear, Sportswear.

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 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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Apparel accessories struggles as inflation rises further

Belts, scarves, and other apparel accessories lead in performance

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PROSPECTS AND OPPORTUNITIES

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