

Childrenswear in Nigeria

Market Direction | 2024-12-06 | 19 pages | Euromonitor

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Report description:

Poor economic conditions in Nigeria characterised by high inflation led to the decline in consumer demand for childrenswear over 2024. Inflationary conditions caused by depreciation of the local currency had a strong negative impact on consumer spending power, leading consumers to seek cheaper alternatives to new clothing. Unit prices rose as manufacturers and retailers were forced to hike prices due to the weaker Nigerian naira and soaring operating costs. Childrenswear saw a weaker performance...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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