

Menswear in Nigeria

Market Direction | 2024-12-06 | 25 pages | Euromonitor

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Report description:

In 2024, menswear in Nigeria witnessed declining volume sales due to the challenging economic environment characterised by high inflation. With weak consumer spending power, demand declined as many consumers sought cheaper alternatives through second hand stores or simply reduced consumption. However, strong hikes in unit prices caused by the depreciation of the local currency led to double-digit current value growth. Higher operating costs faced by retailers, due to rising electricity and trans...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear 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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Formal wear impacted by rising unemployment and lower disposable incomes

Premium categories outperform mass categories in value terms

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