

Womenswear in Nigeria

Market Direction | 2024-12-06 | 26 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Womenswear in Nigeria declined in volume terms over 2024 due to high inflation, which negatively impacted consumers' spending power. However, high unit price increases underpinned value growth. Rising costs of living led consumers to focus on essentials or find affordable options for apparel. With second-hand clothing widely available, many consumers resorted to such options and reduced spending on brand new apparel. Brand unit prices also increased quite strongly, driven by the depreciation of...

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Womenswear in Nigeria
Euromonitor International
December 2024

List Of Contents And Tables

WOMENSWEAR IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Womenswear is impacted by inflationary conditions

Casual wear trend drives performance of traditional/ethnic wear and other casual clothing

Use of technology/AI and social commerce is growing

PROSPECTS AND OPPORTUNITIES

Economic recovery to drive positive growth over the forecast period

Rising female employment and incomes to boost demand

Traditional/ethnic clothing to perform well as modern ethnic styles appeal to women

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2019-2024

Table 2 Sales of Womenswear by Category: Value 2019-2024

Table 3 Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Womenswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Womenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024

Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 11 NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 13 NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 14 LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 15 Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 16 Forecast Sales of Womenswear by Category: Value 2024-2029

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN NIGERIA

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Womenswear in Nigeria

Market Direction | 2024-12-06 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-13
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com