

Apparel and Footwear in Nigeria

<https://marketpublishers.com/r/AD8C98240DBEN.html>

Date: January 2023

Pages: 72

Price: US\$ 2,100.00 (Single User License)

ID: AD8C98240DBEN

Abstracts

The weak economy in 2022 hampered retail volume growth in all apparel and footwear categories creating another year of deep decline for an industry still struggling to recover from the COVID-19 pandemic. In particular, high inflation severely limited consumer purchasing power, whilst the continuing depreciation of the local currency led to substantial price increases on all apparel and footwear products. Whereas 2021 had seen apparel and footwear begin to recover from the COVID-19 pandemic, the...

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 2018-2022 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 2027 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.

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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