

# Footwear in Nigeria

<https://marketpublishers.com/r/F7417933844EN.html>

Date: January 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: F7417933844EN

## Abstracts

Footwear saw a strong decline in retail volume sales in 2022, although current value sales increased due to sharp rises in unit prices. Rising inflation during the year had weakened purchasing power whilst footwear brands were forced to increase prices, due to the same inflationary pressures as well as the continuing depreciation of the local currency. Many consumers resorted to second-hand or cottage industry products that are cheaper than new footwear sold through formal retailing channels. Ap...

Euromonitor International's 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:** Children's Footwear, Men's Footwear, Women's Footwear.

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

## Why buy this report?

Get a detailed picture of the 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.

## Contents

### FOOTWEAR IN NIGERIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High inflation impacts on footwear performance in 2022

Consumers focus on essential and formal footwear

Rising competition in footwear although landscape remains fragmented

#### PROSPECTS AND OPPORTUNITIES

Economic recovery to boost footwear over the forecast period

Rising employment and population to boost demand

Growing competition from local brands expected

#### CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2017-2022

Table 2 Sales of Footwear by Category: Value 2017-2022

Table 3 Sales of Footwear by Category: % Volume Growth 2017-2022

Table 4 Sales of Footwear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Footwear: % Value 2018-2022

Table 6 LBN Brand Shares of Footwear: % Value 2019-2022

Table 7 Distribution of Footwear by Format: % Value 2017-2022

Table 8 Forecast Sales of Footwear by Category: Volume 2022-2027

Table 9 Forecast Sales of Footwear by Category: Value 2022-2027

Table 10 Forecast Sales of Footwear by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Footwear by Category: % Value Growth 2022-2027

### APPAREL AND FOOTWEAR IN NIGERIA

#### EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 13 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 18 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 21 Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 22 Forecast Sales of Apparel and Footwear by Category: % Volume Growth  
2022-2027

Table 23 Forecast Sales of Apparel and Footwear by Category: % Value Growth  
2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Footwear in Nigeria

Product link: <https://marketpublishers.com/r/F7417933844EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F7417933844EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970