

# Jeans in Nigeria

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## Abstracts

The poor economic conditions in 2022 created difficulty for jeans with retail volume sales declining substantially, although rising unit prices led to a modest increase in current value terms. As consumer spending power was weakened by high inflation, the average price of jeans rose significantly due to the depreciation of the local currency. This curbed spending on apparel and footwear, including on jeans. Many consumers turned to the informal market for jeans where second-hand products are sol...

Euromonitor International's Jeans 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:** Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

### Why buy this report?

Get a detailed picture of the Jeans 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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