

# Jeans in Nigeria

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## Abstracts

Sales of jeans saw a double-digit decline in retail volume terms in 2023 due to the challenging economic conditions. In particular, the high inflation being seen in Nigeria placed limits on consumer spending power. Inflation was driven by the depreciation of the local currency and a sharp hike in fuel prices during the year. Unit prices of jeans also increased strongly due to the depreciation of the Nigerian naira against the US dollar, making these products even less affordable. With budgets sq...

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 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: 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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