

# Menswear in Nigeria

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### **Abstracts**

Menswear saw a significant decline in retail volume sales in 2022, although current value sales increased in line with higher unit prices. Demand was significantly weakened by rising prices, but also from lower purchasing power as consumers struggled with higher costs of living. The depreciation of the local currency has been pushing up prices due to rising import costs alongside higher operating costs for retailers. Many consumers have been forced to trade down to cheaper options or depend on r...

Euromonitor International's Menswear 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:** Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear 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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