

Menswear in Nigeria

<https://marketpublishers.com/r/MB2FF39468CEN.html>

Date: January 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: MB2FF39468CEN

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.

Contents

MENSWEAR IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Weak economy dampens demand for menswear apparel

As men focus on essentials, formal wear performs well

Premium categories perform well as Charles Tyrwhitt enters Nigeria

PROSPECTS AND OPPORTUNITIES

Economic recovery to drive revival in menswear volume sales

Social media and retail development to boost demand for menswear apparel

Various menswear categories to perform well underpinned by rising employment and a wider range of affordable brands

CATEGORY DATA

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

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

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

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

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

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

Table 7 LBN Brand Shares of Men's Outerwear: % Value 2019-2022

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

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

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

Table 11 Forecast Sales of Menswear 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

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SOURCES

Summary 1 Research Sources

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