

Menswear in Nigeria

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Abstracts

The challenging economic conditions in Nigeria in 2023 led to a strong decline in retail volume terms for menswear during the year. In particular, high inflation limited consumer purchasing power. An increase in unemployment and weak spending power limited the ability of consumers to purchase brand new apparel, with many resorting either to second-hand menswear or cheap imports from China while many people simply delayed replacing their old clothes.

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 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: 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
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

MENSWEAR IN NIGERIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear sales plummet in 2023 due to economic pressures
Growing competition seen in menswear as consumers seek cheaper options
Men's sportswear struggles but competition continues to grow as Nike opens two new stores

PROSPECTS AND OPPORTUNITIES

Economic recovery set to boost sales of menswear over the forecast period
Demand for casualwear likely to be boosted by more affordable products
Social media boosting fashion awareness among young men in Nigeria

CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2018-2023
Table 2 Sales of Menswear by Category: Value 2018-2023
Table 3 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 4 Sales of Menswear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Menswear: % Value 2019-2023
Table 6 LBN Brand Shares of Menswear: % Value 2020-2023
Table 7 NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 8 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 9 NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 10 LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 11 NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 12 LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 13 NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 14 LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 15 Forecast Sales of Menswear by Category: Volume 2023-2028
Table 16 Forecast Sales of Menswear by Category: Value 2023-2028
Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Menswear by Category: % Value Growth 2023-2028**APPAREL AND FOOTWEAR IN NIGERIA****EXECUTIVE SUMMARY**

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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Summary 1 Research Sources

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