

Sportswear in Nigeria

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Abstracts

Sportswear posted a weaker performance in 2022 with current value growth slowing down compared to the previous year. Due to high inflation, consumer purchasing power was significantly reduced forcing consumers to focus on only essential apparel.

Sportswear is often considered a luxury product in Nigeria and therefore it witnessed a slower rate of growth than non-sportswear apparel and footwear. Traditionally, sportswear brands are high price products, although lower priced products have been mak...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

Get a detailed picture of the Sportswear 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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