

Apparel Retail in Nigeria - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/AB08708F1C6CEN.html>

Date: October 2021

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: AB08708F1C6CEN

Abstracts

Apparel Retail in Nigeria - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

Apparel Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Nigerian apparel retail market had total revenues of \$4.8bn in 2020, representing a compound annual growth rate (CAGR) of 0.9% between 2016 and 2020.

The childrenswear segment was the market's most lucrative in 2020, with total

revenues of \$2.4bn, equivalent to 50.5% of the market's overall value.

Fast fashion has proven to be a lucrative sector in the market, with the young adult population in Nigeria showing a desire for fashionable yet inexpensive products.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Nigeria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Nigeria

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Nigeria apparel retail market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Nigeria apparel retail market by value in 2020?

What will be the size of the Nigeria apparel retail market in 2025?

What factors are affecting the strength of competition in the Nigeria apparel retail market?

How has the market performed over the last five years?

Who are the top competitors in Nigeria's apparel retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leading players?
- 7.3. Have any players exited the market this year?
- 7.4. Are there any opportunities for leading players?
- 7.5.

8 COMPANY PROFILES

- 8.1. Pick n Pay Stores Ltd
- 8.2. Pepkor Retail Ltd
- 8.3. Konga Online Shopping Limited
- 8.4. Jumia.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Nigeria apparel retail industry value: \$ million, 2016-20
- Table 2: Nigeria apparel retail industry category segmentation: \$ million, 2020
- Table 3: Nigeria apparel retail industry geography segmentation: \$ million, 2020
- Table 4: Nigeria apparel retail industry distribution: % share, by value, 2020
- Table 5: Nigeria apparel retail industry value forecast: \$ million, 2020-25
- Table 6: Pick n Pay Stores Ltd: key facts
- Table 7: Pick n Pay Stores Ltd: Annual Financial Ratios
- Table 8: Pick n Pay Stores Ltd: Key Employees
- Table 9: Pepkor Retail Ltd: key facts
- Table 10: Pepkor Retail Ltd: Key Employees
- Table 11: Konga Online Shopping Limited: key facts
- Table 12: Konga Online Shopping Limited: Key Employees
- Table 13: Jumia.: key facts
- Table 14: Jumia.: Key Employees
- Table 15: Nigeria size of population (million), 2016-20
- Table 16: Nigeria gdp (constant 2005 prices, \$ billion), 2016-20
- Table 17: Nigeria gdp (current prices, \$ billion), 2016-20
- Table 18: Nigeria inflation, 2016-20
- Table 19: Nigeria consumer price index (absolute), 2016-20
- Table 20: Nigeria exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Nigeria apparel retail industry value: \$ million, 2016-20

Figure 2: Nigeria apparel retail industry category segmentation: % share, by value, 2020

Figure 3: Nigeria apparel retail industry geography segmentation: % share, by value, 2020

Figure 4: Nigeria apparel retail industry distribution: % share, by value, 2020

Figure 5: Nigeria apparel retail industry value forecast: \$ million, 2020-25

Figure 6: Forces driving competition in the apparel retail industry in Nigeria, 2020

Figure 7: Drivers of buyer power in the apparel retail industry in Nigeria, 2020

Figure 8: Drivers of supplier power in the apparel retail industry in Nigeria, 2020

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Nigeria, 2020

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Nigeria, 2020

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Nigeria, 2020

I would like to order

Product name: Apparel Retail in Nigeria - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/AB08708F1C6CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB08708F1C6CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970