

Apparel Retail in Nigeria

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Abstracts

Apparel Retail in Nigeria

SUMMARY

Apparel Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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.

The Nigerian apparel retail industry had total revenues of \$5.4bn in 2018, representing a compound annual growth rate (CAGR) of 6% between 2014 and 2018.

The childrenswear segment was the industry's most lucrative in 2018, with total revenues of \$2.6bn, equivalent to 48% of the industry's overall value.

Consumers demand high quality items at low prices, due to their relatively low disposable income and so companies such as Mr Price have experienced strong sales.

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

REASONS TO BUY

What was the size of the Nigeria apparel retail market by value in 2018?

What will be the size of the Nigeria apparel retail market in 2023?

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

How has the market performed over the last five years?

What are the main segments that make up Nigeria's apparel retail market?

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