

# Nigeria Apparel Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Nigeria Apparel Retail Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Apparel Retail in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-21, and forecast to 2026). 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 2021 annual average exchange rates.

The Nigerian apparel retail industry had total revenues of \$4.9 billion in 2021, representing a compound annual growth rate (CAGR) of 2.3% between 2017 and 2021.

Clothing, footwear, and accessories specialists account for the largest

proportion of sales in the Nigerian apparel retail industry in 2021, sales through this channel generated \$3.1 billion, equivalent to 64.5% of the industry's overall value.

Fast fashion has proven to be a lucrative sector in the industry, 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 2021?

What will be the size of the Nigeria apparel retail market in 2026?

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?

## **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, 2016–21
- Table 2: Nigeria apparel retail industry category segmentation: % share, by value, 2016–2021
- Table 3: Nigeria apparel retail industry category segmentation: \$ million, 2016-2021
- Table 4: Nigeria apparel retail industry geography segmentation: \$ million, 2021
- Table 5: Nigeria apparel retail industry distribution: % share, by value, 2021
- Table 6: Nigeria apparel retail industry value forecast: \$ million, 2021–26
- Table 7: Pick n Pay Stores Ltd: key facts
- Table 8: Pick n Pay Stores Ltd: Annual Financial Ratios
- Table 9: Pick n Pay Stores Ltd: Key Employees
- Table 10: Pepkor Retail Ltd: key facts
- Table 11: Pepkor Retail Ltd: Key Employees
- Table 12: Konga Online Shopping Limited: key facts
- Table 13: Konga Online Shopping Limited: Key Employees
- Table 14: Jumia.: key facts
- Table 15: Jumia.: Key Employees
- Table 16: Nigeria size of population (million), 2017–21
- Table 17: Nigeria gdp (constant 2005 prices, \$ billion), 2017–21
- Table 18: Nigeria gdp (current prices, \$ billion), 2017–21
- Table 19: Nigeria inflation, 2017–21
- Table 20: Nigeria consumer price index (absolute), 2017–21
- Table 21: Nigeria exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Nigeria apparel retail industry value: \$ million, 2016–21

Figure 2: Nigeria apparel retail industry category segmentation: \$ million, 2016-2021

Figure 3: Nigeria apparel retail industry geography segmentation: % share, by value, 2021

Figure 4: Nigeria apparel retail industry distribution: % share, by value, 2021

Figure 5: Nigeria apparel retail industry value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the apparel retail industry in Nigeria, 2021

Figure 7: Drivers of buyer power in the apparel retail industry in Nigeria, 2021

Figure 8: Drivers of supplier power in the apparel retail industry in Nigeria, 2021

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Nigeria, 2021

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Nigeria, 2021

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Nigeria, 2021

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