

# Footwear Market in Nigeria 2021

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## Abstracts

Footwear is important to protect the feet against burns, cuts, punctures and impact. Traditionally, footwear was made from leather, wood or canvas, but increasingly it also can be made from rubber, plastics, and other petrochemical-derived materials. The footwear market in Nigeria is poised to grow by US\$ 2,646 million during 2021-2027, progressing at a CAGR of 16.9% during the forecast period, according to data and analytics company StrategyHelix. Increasing working professionals and rapidly changing lifestyles around the world, increase in the degree of fashion consciousness, changing taste preferences of consumers are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for footwear. The Nigeria footwear market is segmented on the basis of product, and distribution channel. By product, the footwear market in Nigeria has been segmented into kids' footwear, men's footwear, women's footwear. According to the research, the women's footwear segment had the largest share in the footwear market in Nigeria. Based upon distribution channel, the footwear market in Nigeria is categorized into department stores, online platform, specialized stores, supermarkets & hypermarkets, others.

The footwear market is dominated by key players, which are Adidas AG, Nike Inc., Puma SE, Bata Corporation.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the footwear market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: kids' footwear, men's footwear, women's footwear

Distribution channel: department stores, online platform, specialized stores, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria footwear market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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### **PART 5. KEY COMPANIES**

Adidas AG  
Nike, Inc.  
Puma SE  
Bata Corporation  
About StrategyHelix  
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