

Apparel Accessories in Nigeria

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Apparel Accessories in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel accessories struggles due to the weakened economy Belts perform best but suffer from rising unemployment and lower demand for formal apparel Contraband trade limits sales through formal channels

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Economic recovery set to boost demand for apparel accessories Growing young, urban population set to be the key target audience Belts and scarves set to drive growth

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