

Womenswear in Nigeria

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Womenswear in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Womenswear sales decline as Nigeria's economy remains under pressure Formalwear outperforms casualwear despite heavy losses Growing fragmentation in an increasingly competitive market

PROSPECTS AND OPPORTUNITIES

An improved economy set to drive growth in womenswear over the forecast period Rising number of women in professional employment set to boost demand Social media and e-commerce set to be key tools in the marketing and retailing of womenswear

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