

# Jeans in Nigeria

January 2024

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#### Jeans in Nigeria - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales of jeans drop sharply as economic pressures mount Standard jeans dominate sales as consumers seek affordable but quality products Competitive landscape remains fragmented with new players such as BNY Jeans entering the market

### PROSPECTS AND OPPORTUNITIES

Improved economy set to boost sales of jeans Nigeria's expanding young, urban population likely to boost demand Local brands presented with new opportunities as competition in jeans is set to heat up

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