

# Hosiery in Nigeria

January 2024

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## Hosiery in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hosiery sales suffer as inflation and unemployment rises  
Informal channels continue to take sales away from formal ones  
Competition in hosiery remains highly fragmented with little room for brand loyalty

#### PROSPECTS AND OPPORTUNITIES

Economic recovery set to boost sales of hosiery over the forecast period  
Non-sheer hosiery to drive growth due to preference for socks that complement footwear  
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