

## CIRCULAR ECONOMY STRATEGIES AND MSME PERFORMANCE IN NIGERIA

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### ABSTRACT

The transition to a circular economy presents significant opportunities for enhancing the sustainability and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in emerging economies. This study investigates the relationship between circular economy strategies and MSME performance in Nigeria, with a focus on resource efficiency, waste reduction, and business innovation. Findings from empirical review reveal that the adoption of circular practices such as recycling, product redesign, sharing platforms, and extended producer responsibility positively influences financial outcomes, operational resilience, and environmental performance. However, barriers including limited access to finance, inadequate infrastructure, and low regulatory enforcement constrain broader implementation. The study highlights the critical role of policy support, capacity building, and institutional collaboration in scaling circular economy initiatives. Implications for practitioners and policymakers include strategies for enhancing MSME competitiveness, stimulating green jobs, and advancing national sustainable development goals. The paper contributes to the literature by providing empirical evidence on how circular economy interventions can drive inclusive economic growth within the Nigerian MSME landscape.

**Keywords:** circular economy, waste management, recycling, reuse, resource efficiency.