

# Bleach in Nigeria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The essential, multi-purpose nature of bleach drives strong retail value and volume growth  
Competition from other home care products rises among higher-income consumers  
Hypo retains its lead with over half of the competitive landscape share

PROSPECTS AND OPPORTUNITIES

Ongoing retail volume and value growth driven by the multi-purpose qualities of bleach  
Hypo and Jik focus on innovation and price points to gain share  
Economic recovery and the boost in e-commerce sales drives growth in bleach

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Home Care in Nigeria - Industry Overview

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DISCLAIMER

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