

# Sun Care in Nigeria

May 2023

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#### 2022 DEVELOPMENTS

Poor economic conditions impact the performance of sun care
Sun protection is the only significant sun care product in Nigeria
Direct sellers lead, but face challenging conditions as unit prices rise

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The growing economy drives sales of sun care across the forecast period Growing incomes to boost the demand among a segment of Nigerians Growing awareness of products benefits drives sales of sun protection

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# **DISCLAIMER**

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