

Deodorants in Nigeria

May 2023

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Deodorants in Nigeria - Category analysis

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2022 DEVELOPMENTS

The essential nature of deodorants benefits results in 2022

Deodorant sprays and deodorant roll-ons record a similar performance

International brands lead due to strong distribution networks and wide recognition

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Economic improvement will drive growth over the forecast period

The growing urban population and rising employment levels will boost demand

Visibility and awareness to grow, driven by the growth of modern retail channels

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DISCLAIMER

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