

# Oral Care in Nigeria

May 2023

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# Oral Care in Nigeria - Category analysis

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#### 2022 DEVELOPMENTS

Growing population and rising awareness boosts demand in 2022 Toothpaste drives overall growth, with strong competitive activity boosting demand Oral care remains consolidated and dominated by multinationals

#### PROSPECTS AND OPPORTUNITIES

Growth in the young, urban population drives ongoing demand Toothpaste has scope to grow, boosting the retail value of the overall landscape Dental floss to record strong growth, driven by the availability of dental floss picks

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