

Consumer Health in Nigeria

January 2024

Table of Contents

Consumer Health in Nigeria

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability drives purchases as pharmacists offer individual units of analgesics

Rising use of OTC medication drives demand for analgesics

The presence of counterfeit goods leads pharmacies to remain the leading channel

PROSPECTS AND OPPORTUNITIES

Economic strain poses a growing threat for the forecast period

Product innovation and strong marketing campaigns rise, as competition intensifies

Infrastructural challenges will continue to limit local manufacturing capabilities

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2018-2023

Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Cough, Cold and Allergy (Hay Fever) Remedies in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

A wide variety of brands across different price points improves accessibility

The pharmacy channel maintains its lead in sales while new channels emerge

A competitive environment leads brands to focus on unique product innovation

PROSPECTS AND OPPORTUNITIES

Rising consumer awareness of allergies drives growth over the forecast period

High birth rate set to support demand for paediatric cough/cold remedies

Environmental factors to continue to drive sales in cough, cold and allergy (hay fever) remedies

CATEGORY DATA

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Environmental factors drive sales of paediatric dermatologicals

Lack of awareness and ongoing stigma challenges sales in rural areas

Local player Neimeth International Pharmaceuticals retains its lead in dermatologicals

PROSPECTS AND OPPORTUNITIES

Price sensitivity will continue to prevail, challenging sales in dermatologicals

Players face operational and infrastructural challenges over the coming years

Channel expansion drives growth and awareness over the forecast period

CATEGORY DATA

Table 24 - Sales of Dermatologicals by Category: Value 2018-2023

Table 25 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 27 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 28 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 29 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor sanitation and changing lifestyles contribute to demand of digestive remedies

Inflationary pressure leads to value-seeking behaviour among consumers

Local player Ranbaxy Laboratories Ltd retains its lead through a loyal consumer base

PROSPECTS AND OPPORTUNITIES

The emergence of new distribution channels will improve visibility

Ongoing price sensitivity continues to challenge sales over the forecast period

Players focus on innovative formulas to differentiate products and drive sales

CATEGORY DATA

Table 30 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 31 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 32 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 33 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 34 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 35 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Eye Care in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in the incidence of eye diseases supports the demand for eye care

Local players lead eye care, benefiting from a wide distribution network

Urban consumers attend regular eye exams and safeguard against UV rays

PROSPECTS AND OPPORTUNITIES

Lack of access to healthcare will support OTC eye care

Modern and urban lifestyles, with increased screen use, drives growth

Rising pollution levels continue to support demand for eye care products

CATEGORY DATA

Table 36 - Sales of Eye Care by Category: Value 2018-2023

Table 37 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 38 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 39 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 40 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 41 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

Wound Care in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovative products, new technology and delivery formats drive value growth

Population growth drives sales, while pharmacists encourage customers to stock up

Beiersdorf AG continues to lead sales, offering consumers value for money

PROSPECTS AND OPPORTUNITIES

The rising prevalence of chronic diseases increases the demand for wound care

Home-made alternatives limit growth across the forecast period

Local brands gain popularity, offering affordable prices while being widely available

CATEGORY DATA

Table 42 - Sales of Wound Care by Category: Value 2018-2023

Table 43 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 44 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 45 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 46 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 47 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Dietary Supplements in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Self-medication drives demand as consumers adopt a preventive approach

Counterfeit products challenge retail volume sales in 2023

Vitabiotics retains its lead, offering a wide range of products

PROSPECTS AND OPPORTUNITIES

The economic environment will impact demand across the forecast period

Direct selling remains a key channel to promote and sell dietary products

Paediatric dietary supplements continue to be dominated by local players

CATEGORY DATA

Table 48 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 49 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 50 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 51 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 52 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 53 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 54 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

The economic situation influences purchase decisions and challenges sales

Increasing awareness about alternative methods of gaining vitamins

Product innovation from international brands drives value growth in vitamins

PROSPECTS AND OPPORTUNITIES

Declining disposable incomes lead to slower growth across the forecast period

High fragmentation on the competitive landscape as players' market differences

Medical professionals play a key role in brand promotion

CATEGORY DATA

Table 55 - Sales of Vitamins by Category: Value 2018-2023

Table 56 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 57 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 58 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 59 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 60 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 61 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising levels of obesity in Nigeria contribute to retail volume growth
Slimming teas records double-digit growth, with sales driven by adult females
Edmark retains its lead, with a strong position in meal replacement

PROSPECTS AND OPPORTUNITIES

Rising interest in health and wellness to drive growth on the landscape
Counterfeit products challenge the credibility of weight management and wellbeing products
Shift in cultural expectations to provide a boost to retail volume sales

CATEGORY DATA

Table 62 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023
Table 63 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
Table 64 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
Table 65 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
Table 67 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional products account for the lion's share of consumer health value sales
Increasing use of bitters drives retail volume growth on the landscape
Procter & Gamble Nigeria retains its lead as local players face challenges

PROSPECTS AND OPPORTUNITIES

Growth is driven by the rising availability of products and the entry of new brands
Manufacturers to capitalise on the uniqueness of their products
The ongoing shift towards product availability in pharmacies and supermarkets

CATEGORY DATA

Table 68 - Sales of Herbal/Traditional Products by Category: Value 2018-2023
Table 69 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023
Table 70 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 71 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 72 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028
Table 73 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Paediatric Consumer Health in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents are increasingly willing to invest more in their children's health
Increasing prevalence of paediatric diseases and air pollution drive growth
Medical professionals play an important role in the purchase decision

PROSPECTS AND OPPORTUNITIES

High birth rates represent strong growth opportunities over the forecast period
Vitamins set to record notable growth over the forecast period
Brands adapt to local consumers demands for smaller pack formats

CATEGORY DATA

Table 74 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 75 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 76 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 77 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 78 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 79 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-nigeria/report.