

Baby and Child-Specific Products in Nigeria

May 2023

Table of Contents

Baby and Child-Specific Products in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Poor economic conditions limit the performance in 2022

Bar soap drives a strong performance for baby and child-specific toiletries

Domestic player Kids & More performs well in 2022

PROSPECTS AND OPPORTUNITIES

The growing population drives sales, providing opportunities for growth

Economic recovery and growing urbanisation to boost growth

Growing incomes will boost demand for higher-priced products

CATEGORY DATA

- Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022
- Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
- Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
- Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022
- Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022
- Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022
- Table 7 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
- Table 8 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027
- Table 9 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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