

Premium Beauty and Personal Care in Nigeria

May 2023

Table of Contents

Premium Beauty and Personal Care in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive growth despite the challenging economic conditions of 2022 Premium fragrances drive growth due to a strong consumer base The growing importance of premium skin care and colour cosmetics leads to a solid performance

PROSPECTS AND OPPORTUNITIES

Economic recovery drives growth in niche areas of premium beauty and personal care Women become key consumers of premium beauty and personal care Beauty specialist retailers drive growth through availability and visibility

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 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 7 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 12 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 13 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 14 - Forecast Sales of Beauty and Personal Care by Category: % Value 2022-2027
Table 15 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/premium-beauty-and-personal-care-innigeria/report.