

Toilet Care in Nigeria

February 2024

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Toilet Care in Nigeria - Category analysis

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2023 DEVELOPMENTS

Toilet care benefits from being considered an essential cleaning product

Government initiatives supports growth of toilet care through education

Leading players focus on community programmes to drive awareness

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Rising affordability and government initiatives support ongoing growth in toilet care

Affordability makes toilet liquids/foams the most popular product

Innovations focus on appealing scents and fragrance to boost value growth

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