Hair Care in Nigeria

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Counterfeit brands and hair extensions limits the performance of hair care

Salon professional hair care performs poorly as consumers use at-home treatment

Dark & Lovely remains the most popular brand but is losing retail value share

PROSPECTS AND OPPORTUNITIES

Economic improvements and stable unit prices drive positive retail volume growth

Growing adoption of natural hair drives sales of conditioners and treatments

Perms and relaxants challenged by preference for wigs and hair extensions

CATEGORY DATA

Beauty and Personal Care in Nigeria - Industry Overview

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