Beauty and Personal Care in Nigeria

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- 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

### Hair Care in Nigeria

#### 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

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