Skin Care in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care growth is boosted as women view products as being essential
Premium skin care performs relatively well despite the poor economic conditions
Beiersdorf retains its lead in 2022, however, the landscape is fragmented

PROSPECTS AND OPPORTUNITIES

Strong growth is expected as the economy improves
General purpose body care drive sales as it is deemed essential
Brand competition and a wider range of affordable products drives growth

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2017-2022
Table 2 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
Table 6 - LBN Brand Shares of Anti-agers: % Value 2019-2022
Table 7 - LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022
Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2019-2022
Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 10 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 11 - Forecast Sales of Skin 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 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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