

# Men's Grooming in Nigeria

May 2023

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## Men's Grooming in Nigeria - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Price increases have a negative impact on retail volume sales for men's grooming Niche men's grooming products suffer from being considered luxuries Leader Gillette continues to lose ground to more competitively-priced brands

#### PROSPECTS AND OPPORTUNITIES

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