

# Baby and Child-Specific Products in Nigeria

June 2022

Table of Contents

## Baby and Child-Specific Products in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Healthy current value and volume growth in 2021.

Increased price sensitivity sees leading baby wipes brand Angel gain further value share

Baby wipes registers highest growth

#### PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

Significant growth potential in baby and child-specific products

Local preference for natural ingredients offers potential for further development

#### CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2016-2021

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2016-2021

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2016-2021

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2017-2021

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2018-2021

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2018-2021

Table 7 - Forecast Sales of Baby and Child-specific Products by Category: Value 2021-2026

Table 8 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2021-2026

Table 9 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2021-2026

## Beauty and Personal Care in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-and-child-specific-products-in-nigeria/report](http://www.euromonitor.com/baby-and-child-specific-products-in-nigeria/report).