

## **Consumer Health in Nigeria**

Market Direction | 2022-10-11 | 91 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

The number of imported consumer health products in Nigeria outweighs locally manufactured products. The inability to effectively address the country's numerous healthcare challenges has contributed to the weakness of the local health system, thereby increasing the sale of OTC products. Political instability, corruption, limited institutional capacity and an unstable economy are major threats to consumer health in Nigeria. A tough macroeconomic environment, the scarcity of foreign exchange to imp...

Euromonitor International's Consumer Health in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Health market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Consumer Health in Nigeria  
Euromonitor International  
October 2022

### List Of Contents And Tables

#### CONSUMER HEALTH IN NIGERIA

##### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 2 Life Expectancy at Birth 2017-2022

##### MARKET DATA

Table 3 Sales of Consumer Health by: Value Category 2017-2022

Table 4 Sales of Consumer Health by: % Value Growth Category 2017-2022

Table 5 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 6 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 8 Distribution of Consumer Health by Format: % Value 2017-2022

Table 9 Distribution of Consumer Health by Format and Category: % Value 2022

Table 10 □Forecast Sales of Consumer Health by: Value Category 2022-2027

Table 11 □Forecast Sales of Consumer Health by: % Value Growth Category 2022-2027

##### APPENDIX

OTC registration and classification

NAFDAC specifies minimum labelling requirements that must be met prior to full registration. These are summarised as follows:

Vitamins and dietary supplements registration and classification

Vitamins and dietary supplements are advertised under the same rules as OTC medicines.

Self-medication/self-care and preventive medicine

Switches

##### DISCLAIMER

##### DEFINITIONS

##### SOURCES

Summary 1 Research Sources

#### ANALGESICS IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Analgesics continues to lead

Increasing availability and affordability boost sales of analgesics

Emzor Pharmaceutical Industries maintains top spot

##### PROSPECTS AND OPPORTUNITIES

Challenging economy poses a threat to the growth of analgesics

Acetaminophen and topical analgesics/anaesthetic set to remain key

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Companies focus on aggressive marketing in response to strong competition

#### CATEGORY DATA

Table 75 Sales of Analgesics by Category: Value 2017-2022

Table 76 Sales of Analgesics by Category: % Value Growth 2017-2022

Table 77 NBO Company Shares of Analgesics: % Value 2018-2022

Table 78 LBN Brand Shares of Analgesics: % Value 2019-2022

Table 79 Forecast Sales of Analgesics by Category: Value 2022-2027

Table 80 Forecast Sales of Analgesics by Category: % Value Growth 2022-2027

#### COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Lifestyles changes and self-medication trend boosting demand

Chemists/pharmacies remains the most popular channel for cough, cold and allergy (hay fever) remedies

Industry players introduce new products to remain competitive

##### PROSPECTS AND OPPORTUNITIES

Revival of socialising to lead to spread of colds and flu

High birth rate set to support demand for paediatric cough/cold remedies

Growing population and environmental factors to drive sales

#### CATEGORY DATA

Table 12 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 13 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022

Table 15 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022

Table 16 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027

Table 17 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

#### DIGESTIVE REMEDIES IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Unhealthy lifestyles and poor diets expected to fuel category growth

Local players continue to lead

Chemists/pharmacies channel continues to dominate distribution

##### PROSPECTS AND OPPORTUNITIES

Price remains a significant factor in the purchasing decision, and the rise therein risks dampening sales

Players in the industry expect to develop their distribution networks in order to expand their customer bases

Sales are expected to be led by innovation - particularly within antacids

#### CATEGORY DATA

Table 18 Sales of Digestive Remedies by Category: Value 2017-2022

Table 19 Sales of Digestive Remedies by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Digestive Remedies: % Value 2018-2022

Table 21 LBN Brand Shares of Digestive Remedies: % Value 2019-2022

Table 22 Forecast Sales of Digestive Remedies by Category: Value 2022-2027

Table 23 Forecast Sales of Digestive Remedies by Category: % Value Growth 2022-2027

#### DERMATOLOGICALS IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Numerous opportunities for market growth

Environmental factors drive sale of paediatric dermatologicals

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Neimeth International Pharmaceuticals leads dermatologicals

#### PROSPECTS AND OPPORTUNITIES

Topical antifungals expected to continue to lead sales

High birth rate will continue to drive demand for nappy (diaper) rash remedies.

Competition expected to intensify as brands focus on innovation, consumer awareness and channel expansion

#### CATEGORY DATA

Table 24 Sales of Dermatologicals by Category: Value 2017-2022

Table 25 Sales of Dermatologicals by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Dermatologicals: % Value 2018-2022

Table 27 LBN Brand Shares of Dermatologicals: % Value 2019-2022

Table 28 Forecast Sales of Dermatologicals by Category: Value 2022-2027

Table 29 Forecast Sales of Dermatologicals by Category: % Value Growth 2022-2027

#### NRT SMOKING CESSATION AIDS IN NIGERIA

##### 2022 DEVELOPMENTS

##### SLEEP AIDS IN NIGERIA

##### 2022 DEVELOPMENTS

High stress levels boost demand for sleep aids

Lifting of COVID-19 related measures supports growth in category

Increased use of electronic devices negatively affects sleep quality

#### PROSPECTS AND OPPORTUNITIES

Greater acceptance of sleep aids leads to value growth

Consumers look for natural ingredients

Players continue to innovate

#### EYE CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Lack of access to healthcare leads to a growth in demand for OTC eye care products

Increase in the incidence of eye diseases supports demand for eye care products

Benefiting from a wide distribution network, local brands lead eye care

#### PROSPECTS AND OPPORTUNITIES

Lack of access to healthcare will sustain demand for OTC eye care products

Time spent on screens and rising pollution levels will continue to support demand for eye care products

Large amount of time spent in front of screens boosts demand for eye care products

#### CATEGORY DATA

Table 30 Sales of Eye Care by Category: Value 2017-2022

Table 31 Sales of Eye Care by Category: % Value Growth 2017-2022

Table 32 NBO Company Shares of Eye Care: % Value 2018-2022

Table 33 LBN Brand Shares of Eye Care: % Value 2019-2022

Table 34 Forecast Sales of Eye Care by Category: Value 2022-2027

Table 35 Forecast Sales of Eye Care by Category: % Value Growth 2022-2027

#### WOUND CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Wound care registers retail volume decline in 2022

Chemists and drugstores lead channel distribution sales

Beiersdorf AG leads sales

#### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Competition expected to intensify as new entrants emerge  
Demand for traditional herbal remedies expected to affect wound care sales  
Rising prevalence of chronic diseases expected to increase demand for wound care

#### CATEGORY DATA

Table 36 Sales of Wound Care by Category: Value 2017-2022  
Table 37 Sales of Wound Care by Category: % Value Growth 2017-2022  
Table 38 NBO Company Shares of Wound Care: % Value 2018-2022  
Table 39 LBN Brand Shares of Wound Care: % Value 2019-2022  
Table 40 Forecast Sales of Wound Care by Category: Value 2022-2027  
Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2022-2027

#### VITAMINS IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Heightened health consciousness supports growth in demand for vitamins  
Government campaigns create favourable market for vitamins  
Local players lead sales

##### PROSPECTS AND OPPORTUNITIES

E-commerce in strong position for further development  
Demand for single vitamins expected to increase over the forecast period  
Industry players to focus on aggressive marketing and promotional activities to compete

#### CATEGORY DATA

Table 42 Sales of Vitamins by Category: Value 2017-2022  
Table 43 Sales of Vitamins by Category: % Value Growth 2017-2022  
Table 44 Sales of Multivitamins by Positioning: % Value 2017-2022  
Table 45 NBO Company Shares of Vitamins: % Value 2018-2022  
Table 46 LBN Brand Shares of Vitamins: % Value 2019-2022  
Table 47 Forecast Sales of Vitamins by Category: Value 2022-2027  
Table 48 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

#### DIETARY SUPPLEMENTS IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Self-medication and availability support dietary supplements demand  
Vitabiotics leads category  
E-commerce and direct selling offer potential for expansion

##### PROSPECTS AND OPPORTUNITIES

Strong performance expected during the forecast period  
Direct selling to boost sales during the forecast period  
Paediatric dietary supplements continues to be dominated by local players

#### CATEGORY DATA

Table 49 Sales of Dietary Supplements by Category: Value 2017-2022  
Table 50 Sales of Dietary Supplements by Category: % Value Growth 2017-2022  
Table 51 Sales of Dietary Supplements by Positioning: % Value 2017-2022  
Table 52 NBO Company Shares of Dietary Supplements: % Value 2018-2022  
Table 53 LBN Brand Shares of Dietary Supplements: % Value 2019-2022  
Table 54 Forecast Sales of Dietary Supplements by Category: Value 2022-2027  
Table 55 Forecast Sales of Dietary Supplements by Category: % Value Growth 2022-2027

#### WEIGHT MANAGEMENT AND WELLBEING IN NIGERIA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Growing concerns about obesity

Edmark leads weight management and wellbeing

Slimming teas is the best performing category in weight management and wellbeing

### PROSPECTS AND OPPORTUNITIES

Rising obesity rates and bad eating habits are expected to drive value growth during the forecast period

Direct sales expected to be a key channel for growth during the forecast period

Meal replacement expected to lead sales over the forecast period

### CATEGORY DATA

Table 56 Sales of Weight Management and Wellbeing by Category: Value 2017-2022

Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2018-2022

Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2019-2022

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2022-2027

Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2022-2027

## SPORTS NUTRITION IN NIGERIA

### 2022 DEVELOPMENTS

Sports nutrition remains a niche category

International players lead sales

E-commerce is gaining traction and allowing businesses to reach out to customers.

### PROSPECTS AND OPPORTUNITIES

Increasing health-awareness likely to fuel growth in sports nutrition

Consumer awareness campaign can fuel significant sales

## HERBAL/TRADITIONAL PRODUCTS IN NIGERIA

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Herbal/traditional products account for the lion share of consumer health value sales

Aggressive marketing initiatives increase consumer awareness

Local players are up against an invasion of low-quality imported herbal/traditional products

### PROSPECTS AND OPPORTUNITIES

Positive outlook for herbal/traditional treatments

Competition from unpackaged alternatives set to act as a persistent constraint on demand for packaged traditional/herbal products

Direct selling is predicted to be a prominent growth channel for herbal/traditional products

### CATEGORY DATA

Table 62 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 63 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 64 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 65 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 66 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 67 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

## PAEDIATRIC CONSUMER HEALTH IN NIGERIA

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Increasing prevalence of paediatric diseases and air pollution drive growth in paediatric consumer health

Local players dominate sales

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Parents rely on OTC medications due to a lack of affordable health care

#### PROSPECTS AND OPPORTUNITIES

Vitamins expected to see notable growth during the forecast period.

High birth rate expected to boost sales

Common to purchase limited amounts of products when needed

#### CATEGORY DATA

Table 68 Sales of Paediatric Consumer Health by Category: Value 2017-2022

Table 69 Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 70 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 71 NBO Company Shares of Paediatric Consumer Health: % Value 2018-2022

Table 72 LBN Brand Shares of Paediatric Consumer Health: % Value 2019-2022

Table 73 Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027

Table 74 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer Health in Nigeria

Market Direction | 2022-10-11 | 91 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com