

Bleach in Nigeria

Market Direction | 2023-01-01 | 16 pages | Euromonitor

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Report description:

Bleach was the strongest performer within home care in 2022, registering healthy volume growth. With inflation continuing to rise at pace, many consumers switched to bleach from other more expensive products such as surface care. The background in terms of inflation this is that the Nigerian oil industry did not benefit as much as it could have from elevated global oil prices in 2022 as output was low due to infrastructure deficiencies and on the other hand, the economy was negatively impacted b...

Euromonitor International's Bleach in Nigeria market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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.

Table of Contents:

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List Of Contents And Tables

BLEACH IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach benefits from high inflation, with consumers trading down from products such as surface and toilet care
Competition also continues to spur the good performance of bleach

Little innovation within bleach

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Stain removing properties of bleach continue to support volume sales

Players diversify in terms of product sizes, formats and scent

CATEGORY DATA

Table 1 Sales of Bleach: Value 2017-2022

Table 2 Sales of Bleach: % Value Growth 2017-2022

Table 3 NBO Company Shares of Bleach: % Value 2018-2022

Table 4 LBN Brand Shares of Bleach: % Value 2019-2022

Table 5 Forecast Sales of Bleach: Value 2022-2027

Table 6 Forecast Sales of Bleach: % Value Growth 2022-2027

HOME CARE IN NIGERIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Distribution of Home Care by Format: % Value 2017-2022

Table 13 Distribution of Home Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Home Care by Category: Value 2022-2027

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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