

## **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.

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BLEACH IN NIGERIA

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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

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Stain removing properties of bleach continue to support volume sales

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