

## Home Care in Nigeria

Market Direction | 2023-01-01 | 54 pages | Euromonitor

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### Report description:

Overall, the performance for home care was muted in 2022. While there was double-digit current value growth, constant value growth was minimal and volume growth was also muted, as continuing soaring inflation hit consumer purchasing power. Also, the Nigerian oil industry did not benefit as much as it could from elevated global oil prices as output was low due to infrastructure deficiencies and on the other hand, the economy was negatively impacted by elevated global gas and food prices. In addit...

Euromonitor International's Home Care 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.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

### Why buy this report?

- \* Get a detailed picture of the Home Care 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.

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## Table of Contents:

Home Care in Nigeria  
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### List Of Contents And Tables

#### 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 1 Households 2017-2022

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Distribution of Home Care by Format: % Value 2017-2022

Table 7 Distribution of Home Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Home Care by Category: Value 2022-2027

Table 9 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Muted volume growth in 2022 as inflation bites

Eko Supreme Nigeria retains its lead in 2022 thanks to strong marketing and affordable products

Hand wash detergents continue to dominate laundry care

##### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Automatic detergents continue to face barrier of low appliance penetration

Handwash detergents drive innovation

##### CATEGORY INDICATORS

Table 10 Household Possession of Washing Machines 2017-2022

##### CATEGORY DATA

Table 11 Sales of Laundry Care by Category: Value 2017-2022

Table 12 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 13 Sales of Laundry Aids by Category: Value 2017-2022

Table 14 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 15 Sales of Laundry Detergents by Category: Value 2017-2022

Table 16 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

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Table 17 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 18 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 19 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 20 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 21 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 22 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 23 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 24 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

## DISHWASHING IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Muted volume growth in 2022 as inflation bites

Global players losing value share as consumer look for affordability

Hand dishwashing dominates dishwashing

### PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Automatic detergents continue to face barrier of low appliance penetration

Increased competition over forecast period

### CATEGORY INDICATORS

Table 25 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 26 Sales of Dishwashing by Category: Value 2017-2022

Table 27 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 29 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 30 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

## SURFACE CARE IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Volume decline in 2022 as inflation bites

Reckitt Benckiser maintains its lead with its strong Dettol brand

Consumers' continued focus on preventative hygiene drives demand for home care disinfectants

### PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Growth set to be driven by increasing availability of cheaper domestic brands

Consumers look for economies of scale

### CATEGORY DATA

Table 32 Sales of Surface Care by Category: Value 2017-2022

Table 33 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 34 NBO Company Shares of Surface Care: % Value 2018-2022

Table 35 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 36 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 37 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

## BLEACH IN NIGERIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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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 38 Sales of Bleach: Value 2017-2022

Table 39 Sales of Bleach: % Value Growth 2017-2022

Table 40 NBO Company Shares of Bleach: % Value 2018-2022

Table 41 LBN Brand Shares of Bleach: % Value 2019-2022

Table 42 Forecast Sales of Bleach: Value 2022-2027

Table 43 Forecast Sales of Bleach: % Value Growth 2022-2027

### TOILET CARE IN NIGERIA

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Minimal volume growth in 2022 as inflation bites

Harpic launches a sachet format for cash-strapped consumers

Toilet liquids/foam the only significant product within toilet care

#### PROSPECTS AND OPPORTUNITIES

Rosey outlook over forecast period

Toilet liquids/foams continues to be the most popular product, due to affordability

Fragrance an increasingly important attribute

#### CATEGORY DATA

Table 44 Sales of Toilet Care by Category: Value 2017-2022

Table 45 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 47 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 48 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 49 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

### POLISHES IN NIGERIA

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Minimal volume growth in 2022 as inflation bites

Growing popularity of more casual shoes dampens volume sales

Turkish brand Silver Shoe Cream strongest performer, as consumers appreciate its affordability

#### PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Potential of floor polish with the increasing use of tiles and modern floors

Growing urbanisation to benefit furniture polish

#### CATEGORY DATA

Table 50 Sales of Polishes by Category: Value 2017-2022

Table 51 Sales of Polishes by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Polishes: % Value 2018-2022

Table 53 LBN Brand Shares of Polishes: % Value 2019-2022

Table 54 Forecast Sales of Polishes by Category: Value 2022-2027

Table 55 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minimal volume growth in 2022 as inflation bites

Multinationals maintain their lead despite share loss in 2022

Spray/aerosol air fresheners remain the most popular option

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Spray/aerosol formats remain dominant, though consumers increasingly concerned about its negative side effects

Evolving retail industry set to improve consumer awareness

CATEGORY DATA

Table 56 Sales of Air Care by Category: Value 2017-2022

Table 57 Sales of Air Care by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Air Care: % Value 2018-2022

Table 59 LBN Brand Shares of Air Care: % Value 2019-2022

Table 60 Forecast Sales of Air Care by Category: Value 2022-2027

Table 61 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued prevalence of malaria-carrying mosquitoes support volume sales

Leading companies under increasing pressure from smaller players in 2022

Affordable insecticide coils see the best performance due to weakened spending power

PROSPECTS AND OPPORTUNITIES

Positive growth due to continued prevalence of malaria-carrying mosquitoes

Electric insecticides will see some growth, though erratic electricity supply continues to be a barrier

Consumers more concerned about toxic ingredients

CATEGORY DATA

Table 62 Sales of Home Insecticides by Category: Value 2017-2022

Table 63 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 64 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 65 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 66 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 67 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 68 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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