

Laundry Care in Nigeria

Market Direction | 2023-01-01 | 22 pages | Euromonitor

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Report description:

While laundry care registered double-digit current value growth, constant value growth was minimal and volume growth was also muted, as continuing soaring inflation hit consumer purchasing power. The background to 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 by elevated global gas and food prices. In addition, t...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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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