

Health and Beauty Specialists in Nigeria

Market Direction | 2023-03-15 | 36 pages | Euromonitor

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Report description:

Health and beauty specialists registered double-digit current value growth, though constant value fell. Inflation spiralled in 2022, largely caused by the energy crisis stemming from the war in Ukraine, as well as global shortages of key products. On top of this, further depreciation of the naira made imported goods very expensive. Pharmacies fared better than beauty specialists, due to the essentialness of many of their products.

Euromonitor International's Health and Beauty Specialists in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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

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reliable information resources to help drive informed strategic planning.

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More premium beauty specialists fare better

E-commerce and social commerce continue to complement in-store sales

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Diversified offerings will support demand for cosmetics

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