

Bath and Shower in Nigeria

Market Direction | 2023-05-05 | 21 pages | Euromonitor

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Report description:

Bath and shower saw solid retail volume and retail value growth in 2022, despite rising levels of inflation and poor economic conditions. While inflationary conditions due to the depreciation of the local currency led to a strong rise in unit prices, consumers view many of the items on the landscape as being essential, leading to the positive bath and shower retail volume demand. The growing population, particularly the urban population, drove strong volume demand, while interest in a range of v...

Euromonitor International's Bath and Shower in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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BATH AND SHOWER IN NIGERIA

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Reduction in COVID-19 conditions slows sales of hand sanitisers and liquid soap

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