

Fragrances in Nigeria

Market Direction | 2023-05-05 | 22 pages | Euromonitor

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Report description:

Fragrances in Nigeria performed relatively well in 2022, despite poor economic conditions, with inflation reducing consumer spending power while rising unit prices. With the category having seen a weak performance over the review period, particularly in 2020 when a poor economy and COVID-19 restrictions led to a strong reduction in demand, most product areas saw mild retail volume growth in 2022. With social and work activities returning to normal following the easing of COVID-19 restrictions, f...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Oriflame retains its lead, offering an affordable product to the landscape

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