

## **Hair Care in Nigeria**

Market Direction | 2023-05-05 | 23 pages | Euromonitor

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### **Report description:**

Despite being a large category, hair care posted one of the weakest current retail value performances in beauty and personal care in 2022. One key challenge for the landscape has been the wide availability of cheaper counterfeit brands, which have attracted consumers struggling with high inflationary conditions during 2022. The increasing usage of wigs and hair extensions has also been a major factor in reducing demand, particularly for perms and relaxants, the largest hair care category. Consum...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair 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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Salon professional hair care performs poorly as consumers use at-home treatment

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## SOURCES

### Summary 1 Research Sources

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