

## **Sun Care in Nigeria**

Market Direction | 2023-05-05 | 19 pages | Euromonitor

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### **Report description:**

Sun care is a niche landscape that performs poorly when economic conditions are weak. With a poor economy during 2022, particularly with high inflation limiting consumer spending power, there was a decline in demand. Furthermore, since expatriates (foreigners working in Nigeria) are key consumers of sun care, a weak economy which reduced the presence of expatriates led to a decline in demand from this demographic.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun Care.

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

### Why buy this report?

- \* Get a detailed picture of the Sun 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.

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Sun protection is the only significant sun care product in Nigeria

Direct sellers lead, but face challenging conditions as unit prices rise

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