

Dishwashing in Nigeria

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

Due to its essential nature, hand dishwashing continued to grow in retail volume during 2023 despite increased prices, high inflation, and declining purchasing power. Due to the high cost of transportation after the removal of fuel subsidies, most consumers tried to reduce their expenses. This included dining at home instead of outside the household, boosting sales of hand dishwashing, particularly for large families.

Euromonitor International's Dishwashing in Nigeria market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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Euromonitor International
February 2024

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The migration to cheaper brands leads top players to lose market share

Lack of dishwashers leads to hand dishwashing dominating sales

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