

## Laundry Care in Nigeria

Market Direction | 2024-02-22 | 21 pages | Euromonitor

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### Report description:

High inflation fuelled retail value growth in 2023, leading to double-digit value results for laundry care. Despite the price increases, sub- categories such as hand wash detergent and bar soap registered retail volume growth due to their essential nature. The country's population is growing, which continues to drive growth despite low purchasing power, as washing clothes frequently and essential. However, aside from bar soap and hand wash detergents, other categories recorded a retail volume de...

Euromonitor International's Laundry Care 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

### Why buy this report?

- \* Get a detailed picture of the Laundry 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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Eko Supreme Nigeria retains its lead, while Unilever records a loss

##### PROSPECTS AND OPPORTUNITIES

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Busier lifestyles aid sales of washing machines, boosting growth of standard powder detergents

Handwash detergents drive innovation while automatic detergents struggle

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