

## **Health and Beauty Specialists in Nigeria**

Market Direction | 2024-02-28 | 37 pages | Euromonitor

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### **Report description:**

In 2023, health and beauty specialists in Nigeria experienced robust growth, buoyed by high inflation that supported sales of essential items. Consumers prioritising their well-being contributed to the positive growth of this channel. Pharmacies capitalised on this trend by diversifying their offerings to include groceries and other essentials. For example, H-Medix pharmacies and stores dominate the pharmacy landscape in the federal capital territory and compete fiercely with major supermarkets...

Euromonitor International's Health and Beauty Specialists in Nigeria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Health and Beauty Specialists 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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reliable information resources to help drive informed strategic planning.

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