

## **Wipes in Nigeria**

Market Direction | 2024-03-28 | 22 pages | Euromonitor

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### **Report description:**

Wipes in Nigeria suffered category-wide declines in terms of volume sales in 2023, in response to negative economic conditions. In particular, high inflation caused by hikes in fuel prices, and a weakened local currency collaborated to severely undermine consumer spending power, forcing Nigerians to be even more frugal when shopping. High unit price increases for products within wipes also negatively impacted consumption, though led to increased current value sales. Wipes still have fairly low p...

Euromonitor International's Wipes 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Wipes 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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Euromonitor International  
March 2024

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