

## **Beauty and Personal Care in Nigeria**

Market Direction | 2024-05-09 | 117 pages | Euromonitor

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### **Report description:**

In beauty and personal care in Nigeria in 2023, a poor economic environment characterised by high inflation and weak consumer spending power led to a drop in demand. Demand fell across categories as consumers struggled with heavy pressure on disposable incomes and purchasing power. Manufacturers were further affected by harsh rises in production costs. These issues were compounded by the strong depreciation of the local currency. With the majority of products (or raw materials) being imported, p...

Euromonitor International's Beauty and Personal 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 Beauty and Personal 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Beauty and Personal Care in Nigeria  
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List Of Contents And Tables

### **BEAUTY AND PERSONAL CARE IN NIGERIA**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **MASS BEAUTY AND PERSONAL CARE IN NIGERIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Weak economic conditions limit performance in 2023

Consumers choose counterfeit and contraband products as incomes fall

Bath and shower and skin care show resilience in mass beauty and personal care

#### **PROSPECTS AND OPPORTUNITIES**

Economic improvement to drive category growth over the forecast period

Rising urban professional female population is a key path to growth

Growing demand for affordable but good quality products

#### **CATEGORY DATA**

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

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## Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

### PREMIUM BEAUTY AND PERSONAL CARE IN NIGERIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Poor economic conditions weaken the demand for premium beauty and personal care in 2023

Colour cosmetics and anti-agers see premium brands retain consumer loyalty

Premium fragrances struggle to win over consumers in 2023 due to sharp price increases amid inflationary pressure

#### PROSPECTS AND OPPORTUNITIES

Economic rebound to spur a better performance in premium beauty and personal care over the forecast period

Premium fragrances to recover well as consumer disposable incomes improve

Colour cosmetics and skin care to leverage high offer of premium brands

#### CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

### BABY AND CHILD-SPECIFIC PRODUCTS IN NIGERIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary climate limits consumer purchasing power and weakens spending on baby and child-specific products in 2023

Rising unit prices lead consumers to trade down

Natural ingredients increase the attention on baby and child-specific skin care

#### PROSPECTS AND OPPORTUNITIES

Economic recovery to drive rebound over the forecast period

Growing baby and child population and urbanisation to boost demand

Growing competition from local brands

#### CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

### BATH AND SHOWER IN NIGERIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bath and shower sees retail volume sales decline amid challenging economic conditions

Bar soap performs best as the most essential category

Rising import costs impact niche categories as product prices increase strongly

#### PROSPECTS AND OPPORTUNITIES

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Improving economic performance to drive recovery in bath and shower over the forecast period

Growing urban population to boost awareness and demand

Growing visibility and awareness of niches

#### CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

#### COLOUR COSMETICS IN NIGERIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Inflationary climate negatively impacts colour cosmetics in 2023

Premium colour cosmetics offer resilience despite poor economic conditions

Milani leads colour cosmetics with affordable products

##### PROSPECTS AND OPPORTUNITIES

Economic recovery to drive the demand for colour cosmetics

Growth and higher incomes of the female urban population to boost demand

Stronger competition to drive greater visibility and awareness

#### CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

#### DEODORANTS IN NIGERIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Inflationary pressure on prices pushes down the demand for deodorants in 2023

Demand for deodorant sprays benefits from lower price points in a tough economic climate

Strong brand competition and wider penetration boost deodorants

##### PROSPECTS AND OPPORTUNITIES

Deodorants to benefit from improving job prospects and more social occasions

Growing young urban population to boost usage

Roll-ons to leverage quality and long-lasting antiperspirant perception in a hot and humid climate

#### CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

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Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023  
Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023  
Table 57 NBO Company Shares of Deodorants: % Value 2019-2023  
Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023  
Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023  
Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028  
Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028  
Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN NIGERIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Depilatories remains fairly niche in Nigeria  
Poor economic conditions negatively impact performance in 2023  
The most affordable and widely available category continues to shape depilatories in 2023

### PROSPECTS AND OPPORTUNITIES

Economic recovery to drive growth opportunities over the forecast period  
Growth of the female urban population to boost demand  
Social media marketing to raise awareness of depilatories

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023  
Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023  
Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023  
Table 66 NBO Company Shares of Depilatories: % Value 2019-2023  
Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023  
Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028  
Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN NIGERIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflationary pressure on prices hurts consumption  
The demand for mass fragrances is less affected by the economic downturn  
Arabian fragrances continue to compete well

### PROSPECTS AND OPPORTUNITIES

Economic recovery and rising sophistication among urban consumers to boost demand  
Premium fragrances to see new choices and usage  
Expansion in the consumer base to boost demand

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023  
Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023  
Table 72 NBO Company Shares of Fragrances: % Value 2019-2023  
Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023  
Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023  
Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023  
Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028  
Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN NIGERIA

### KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Weaker demand amid higher prices

Conditioners and treatments gain traction amid changing preferences

Perms and relaxants struggles in 2023

## PROSPECTS AND OPPORTUNITIES

Urbanisation and a young generation to drive hair care

Trend towards natural hair to boost conditioners and treatments

Perms and relaxants to see healthy retail volume growth despite maturity

## CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## MEN'S GROOMING IN NIGERIA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Poor economic conditions hit the demand for men's grooming in 2023

Men's razors and blades sees competition from electric razors

Niche categories struggle as consumer spending power weakens

## PROSPECTS AND OPPORTUNITIES

Economic recovery and changing perceptions of men's grooming to spur acceptance

Growth in male population and rising awareness of men's grooming to spur demand

Men's deodorants to gain momentum

## CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## ORAL CARE IN NIGERIA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

The demand for toothpaste and manual toothbrushes is quite stable in 2023

Leading manufacturers seek to reduce dependence on imports for raw material inputs

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Dental floss and mouthwashes/dental rinses suffer as consumer spending power weakens

#### PROSPECTS AND OPPORTUNITIES

Economic recovery and marketing to boost oral care's performance over the forecast period

Innovations to stimulate consumer interest

Growing awareness of oral hygiene to spur the use of niche oral care products

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Skin care shows resilience as an essential category for women in Nigeria

Many consumers seek products that help to lighten skin

General purpose body care performs best as niches struggle due to weak consumer spending power

#### PROSPECTS AND OPPORTUNITIES

Economic recovery to drive a healthy rebound in skin care demand

General purpose body care offers space for innovative products

Premium skin care is expected to perform well as consumers seek more effective products

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Poor economic conditions weaken sun care's performance in 2023

Interest in sun care is increasing among Nigerian consumers

Direct selling dominate the distribution landscape of sun care

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## PROSPECTS AND OPPORTUNITIES

Economic recovery to underpin strong growth performance over the forecast period

Interest in skin lightening products to push demand

Direct sellers to use social media marketing to raise awareness

## CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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