

Colour Cosmetics in Nigeria

Market Direction | 2024-05-09 | 29 pages | Euromonitor

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Report description:

Colour cosmetics in Nigeria was also negatively impacted by poor economic conditions in 2023, as high inflation weakened consumer spending power as unit prices of all brands rose strongly. The strong rises in unit prices drove strong retail current value growth. However, all categories recorded declines in retail volume and value (constant 2023 prices) terms. With most colour cosmetics imported into the country, products were heavily affected by the economic crisis as the fall in the value of th...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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