

Fragrances in Nigeria

Market Direction | 2024-05-09 | 23 pages | Euromonitor

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Report description:

The weak economy negatively affected the demand for fragrances in Nigeria in 2023. The depreciated local currency and high inflation forced high import costs and double-digit declines in retail volume sales of fragrances, with consumer purchasing power under severe pressure. Rises in unit prices led to growth in retail current value terms in 2023, but real value sales decreased. Nonetheless, fragrances remain very essential for much of the Nigerian population, who consider their use important fo...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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