

Men's Grooming in Nigeria

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

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Report description:

Like other categories of beauty and personal care, men's grooming in Nigeria was negatively impacted by poor economic conditions in 2023. While the category grew in retail current value terms, retail volume sales and retail value (constant 2023 prices) sales dropped strongly across the board. The exception was the main category, men's razors and blades, which saw a moderate decrease in retail volume sales and a small increase in retail value (constant 2023 prices) sales. In general, high inflati...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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