

Sun Care in Nigeria

Market Direction | 2024-05-09 | 21 pages | Euromonitor

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Report description:

Sun care in Nigeria followed the general growth trend in beauty and personal care in 2023. Thus, the category saw a strong increase in retail current value sales at the end of the review period. However, this performance was due to high inflation during the year, which exerted strong upward pressure on unit prices. Higher prices dampened demand and retail volume sales fell strongly, along with retail value (constant 2023 prices) sales, in 2023. Sun care is a niche beauty and personal care category...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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