

Consumer Health in Nigeria

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Report description:

The consumer health market in Nigeria remains severely impacted by high inflation, following a sharp rise in fuel costs and currency depreciation in 2023. Import-dependent categories like vitamins and dietary supplements have faced even stronger price hikes, although even categories dominated by locally manufactured items, such as analgesics, have seen massive price increases. As a result, essential products with a broad range of affordable options, such as adult acetaminophen and antacids, have...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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Direct sellers face ongoing challenges

PROSPECTS AND OPPORTUNITIES

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Paediatric vitamins and dietary supplements will lead growth as rising levels of health awareness boost demand

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