

Dietary Supplements in Nigeria

Market Direction | 2024-10-08 | 27 pages | Euromonitor

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Report description:

Dietary supplements is projected to experience strong current value growth in 2024, building on the momentum established in 2023. This growth is primarily driven by rising unit prices, a consequence of the overall inflationary environment in the country, largely fuelled by the depreciation of the local currency. In volume terms, however, sales are set to decline significantly due to reduced consumer spending power.

Euromonitor International's Dietary Supplements 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

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

Why buy this report?

- * Get a detailed picture of the Dietary Supplements 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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