

Bleach in Nigeria

Market Direction | 2025-02-26 | 16 pages | Euromonitor

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Report description:

In 2024, bleach in Nigeria recorded a retail value uplift of 66%, while retail volume sales remained positive at 1%. These positive results were seen despite challenging economic conditions characterised by high inflation. The increased average unit price by 65% between 2023 and 2024 (and by 130% between 2022 and 2024) had a negative impact on demand, making demand slow down significantly compared to the review period. However, the availability of products in smaller pack sizes, ranging from sma...

Euromonitor International's Bleach in Nigeria market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach benefits from its essential nature, recording positive retail value and volume growth

Bleach is used as a substitute for surface care and toilet care products

Hypo retains its lead while Jik maintains a strong retail value share in 2024

PROSPECTS AND OPPORTUNITIES

Economic improvement and the rising urban population are expected to drive demand

Strong price competition should continue to benefit sales of bleach across the forecast period

Competition from task specific products is expected to increase

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