

Home Care in Nigeria

Market Direction | 2025-02-26 | 60 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

In 2024, the performance of the home care sector in Nigeria was significantly affected by sharp increases in unit prices, ranging from 50% to 100% across most categories. This price surge was primarily driven by the depreciation of the local currency and a strong rise in energy costs, which in turn led to higher import and production expenses. The prevailing inflationary pressures further weakened consumer spending power, forcing many consumers to prioritise products.

Euromonitor International's Home Care 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.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Home Care in Nigeria
Euromonitor International
February 2025

List Of Contents And Tables

HOME CARE IN NIGERIA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The essential nature of laundry care supports its strong performance in 2024

Strong competitive activity benefits sales of hand wash and bar detergents

Laundry service providers support sales of automatic detergents

PROSPECTS AND OPPORTUNITIES

Urban population growth and improvements in the economy are expected to support positive results

Hand wash detergents is expected to continue driving overall growth

Niche categories such as carpet cleaners and automatic detergents will post a strong performance

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 20 □LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 21 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 22 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 23 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 25 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashing posts a retail volume decline as consumers seek cheaper options

Strong competition helps to limit the retail volume decline in dishwashing

Automatic dishwashing struggles as economic uncertainties impacts consumer and commercial use

PROSPECTS AND OPPORTUNITIES

Improvements in the economy and growth in the urban population is expected to support dishwashing

Strong competition will continue to support sales as a wide range of brands are offered for different income groups

Automatic dishwashing is set to post the strongest growth as the upper-income population grows

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024

Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

SURFACE CARE IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care records a retail volume decline, negatively impacted by poor economic conditions

Home care disinfectants and scouring agents are the best performing products

Task specific, niche products record strong volume declines as consumers reach for affordable goods

PROSPECTS AND OPPORTUNITIES

Surface care is predicted to grow as the economy in Nigeria begins to recover

Home care disinfectants and scouring agents are expected to drive strong growth

Niche categories, including multipurpose cleaners, have strong opportunities for growth

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024

Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Surface Care: % Value 2020-2024

Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

BLEACH IN NIGERIA

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

CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care records a retail volume decline as consumers seek cheaper options

Strong competition helps to limit the retail volume decline for toilet care

Toilet liquids is the only significant category as niche products suffer from high import costs

PROSPECTS AND OPPORTUNITIES

Economic recovery and a rising urban population is expected to support demand

Local brands are expected to drive competition across the next five years

Niche categories, including rim blocks, have solid scope to boost sales

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polishes record a retail volume decline as consumers seek cheap substitutes

Furniture polish records a strong decline due to poor economic conditions

Low presence of local brand as consumers trust the quality of international players

PROSPECTS AND OPPORTUNITIES

The economic recovery will drive demand, while sales of shoe polish lead

Furniture polish is expected to record the strongest grow, in line with real estate development

Floor polish has scope to see significant sales across the next five years

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

AIR CARE IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care records a retail volume decline as harsh economic conditions impact sales

Gel air fresheners record the strongest retail volume performance with new brand offerings

Air Wick maintains its lead despite losing share to affordable alternatives

PROSPECTS AND OPPORTUNITIES

Economic improvement is set to drive growth for air care over the forecast period

Gel air fresheners and spray/aerosol air fresheners are set to support sales

Liquid and electric air fresheners have strong growth prospects in line with economic recovery

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME INSECTICIDES IN NIGERIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home insecticides record a retail volume decline as consumers reach for cheap substitutes

Insecticide coils record positive retail volume growth, benefiting from affordability

Electric insecticides performs poorly as consumers focus on most affordable options

PROSPECTS AND OPPORTUNITIES

Economic improvements are expected to drive growth for home insecticides

Consumers are expected to rely on familiar products, as companies develop new formulations

Electric insecticides are set to record growth as consumers seek convenient and safer products

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in Nigeria

Market Direction | 2025-02-26 | 60 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com