

Surface Care in Nigeria

Market Direction | 2025-02-26 | 18 pages | Euromonitor

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Report description:

In 2024, surface care in Nigeria recorded a retail volume decline of 4%, as poor economic conditions, characterised by high inflation, led to a reduction in demand. The significant increase in unit prices, with the average price rising by over 100% between 2022 and 2024, also had a negative impact on demand. While surface care products are often viewed as essential, demand was reduced due to the use of bleach and laundry detergents as substitutes, particularly when economic conditions were poor.

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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

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reliable information resources to help drive informed strategic planning.

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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

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