

# Deodorants in Nigeria

May 2023

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## Deodorants in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The essential nature of deodorants benefits results in 2022  
Deodorant sprays and deodorant roll-ons record a similar performance  
International brands lead due to strong distribution networks and wide recognition

#### PROSPECTS AND OPPORTUNITIES

Economic improvement will drive growth over the forecast period  
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Visibility and awareness to grow, driven by the growth of modern retail channels

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