

# Oral Care in Nigeria

May 2024

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## Oral Care in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The demand for toothpaste and manual toothbrushes is quite stable in 2023  
Leading manufacturers seek to reduce dependence on imports for raw material inputs  
Dental floss and mouthwashes/dental rinses suffer as consumer spending power weakens

#### PROSPECTS AND OPPORTUNITIES

Economic recovery and marketing to boost oral care's performance over the forecast period  
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