Consumer Health in Nigeria

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

A wide variety of brands across different price points improves accessibility
The pharmacy channel maintains its lead in sales while new channels emerge
A competitive environment leads brands to focus on unique product innovation

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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Local player Neimeth International Pharmaceuticals retains its lead in dermatologicals

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Local player Ranbaxy Laboratories Ltd retains its lead through a loyal consumer base

PROSPECTS AND OPPORTUNITIES

The emergence of new distribution channels will improve visibility

Ongoing price sensitivity continues to challenge sales over the forecast period

Players focus on innovative formulas to differentiate products and drive sales

CATEGORY DATA

Eye Care in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in the incidence of eye diseases supports the demand for eye care

Local players lead eye care, benefiting from a wide distribution network

Urban consumers attend regular eye exams and safeguard against UV rays

PROSPECTS AND OPPORTUNITIES

Lack of access to healthcare will support OTC eye care

Modern and urban lifestyles, with increased screen use, drives growth

Rising pollution levels continue to support demand for eye care products

CATEGORY DATA

Wound Care in Nigeria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovative products, new technology and delivery formats drive value growth

Population growth drives sales, while pharmacists encourage customers to stock up

Beiersdorf AG continues to lead sales, offering consumers value for money

PROSPECTS AND OPPORTUNITIES

The rising prevalence of chronic diseases increases the demand for wound care

Home-made alternatives limit growth across the forecast period

Local brands gain popularity, offering affordable prices while being widely available

CATEGORY DATA

Rising levels of obesity in Nigeria contribute to retail volume growth

Slimming teas records double-digit growth, with sales driven by adult females

Edmark retains its lead, with a strong position in meal replacement

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional products account for the lion's share of consumer health value sales

Increasing use of bitters drives retail volume growth on the landscape

Procter & Gamble Nigeria retains its lead as local players face challenges

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Increasing prevalence of paediatric diseases and air pollution drive growth

Medical professionals play an important role in the purchase decision

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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