

# Laundry Care in Nigeria

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume growth for essentials such as bar soap and hand wash detergents

Consumers seek affordable price points, driving growth in smaller pack sizes

Eko Supreme Nigeria retains its lead, while Unilever records a loss

#### PROSPECTS AND OPPORTUNITIES

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Busier lifestyles aid sales of washing machines, boosting growth of standard powder detergents

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