

Laundry Care in Nigeria

February 2024

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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

Lower prices and innovation to drive retail growth over the forecast period

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

Handwash detergents drive innovation while automatic detergents struggle

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