

Polishes in Nigeria

February 2024

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Polishes in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as consumers consider polish unessential
Major players lose share to affordable options during rising inflation
High importation costs lead to a lack of international players on shelves

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Price stabilisation and the growing working population drive retail volume sales
Potential for floor polish with the increasing use of tiles and modern floors
International players return to shelves while e-commerce drives growth

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DISCLAIMER

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