



# Surface Care in Nigeria

February 2024

Table of Contents

## Surface Care in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Essential surface care products record positive volume growth despite rising prices  
Leading brand Dettol launches hygiene initiatives to drive awareness across Nigeria  
Consumers focus on preventative hygiene drives demand for home care disinfectants

#### PROSPECTS AND OPPORTUNITIES

Retail volume growth recovers, boosted by the popularity of multi-purpose cleaners  
Price remains the key factor in the purchasing decision for surface care  
Growth is set to be driven by the increasing availability of cheaper domestic brands

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 5 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Home Care in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 7 - Households 2018-2023

#### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023

Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 - Distribution of Home Care by Format: % Value 2018-2023

Table 13 - Distribution of Home Care by Format and Category: % Value 2023

Table 14 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 15 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/surface-care-in-nigeria/report](http://www.euromonitor.com/surface-care-in-nigeria/report).