

Dietary Supplements in Nigeria

January 2024

Table of Contents

Dietary Supplements in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Self-medication drives demand as consumers adopt a preventive approach Counterfeit products challenge retail volume sales in 2023 Vitabiotics retains its lead, offering a wide range of products

PROSPECTS AND OPPORTUNITIES

The economic environment will impact demand across the forecast period Direct selling remains a key channel to promote and sell dietary products Paediatric dietary supplements continue to be dominated by local players

CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2018-2023
Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
Table 3 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
Table 4 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Consumer Health in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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