



Bleach in Nigeria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach benefits from its essential nature, recording positive retail value and volume growth
Bleach is used as a substitute for surface care and toilet care products
Hypo retains its lead while Jik maintains a strong retail value share in 2024

PROSPECTS AND OPPORTUNITIES

Economic improvement and the rising urban population are expected to drive demand
Strong price competition should continue to benefit sales of bleach across the forecast period
Competition from task specific products is expected to increase

CATEGORY DATA

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Home Care in Nigeria - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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