



Euromonitor
International

Laundry Care in Nigeria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The essential nature of laundry care supports its strong performance in 2024
Strong competitive activity benefits sales of hand wash and bar detergents
Laundry service providers support sales of automatic detergents

PROSPECTS AND OPPORTUNITIES

Urban population growth and improvements in the economy are expected to support positive results
Hand wash detergents is expected to continue driving overall growth
Niche categories such as carpet cleaners and automatic detergents will post a strong performance

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DISCLAIMER

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