



Polishes in Nigeria

February 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

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

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