



Euromonitor
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Surface Care in Nigeria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care records a retail volume decline, negatively impacted by poor economic conditions

Home care disinfectants and scouring agents are the best performing products

Task specific, niche products record strong volume declines as consumers reach for affordable goods

PROSPECTS AND OPPORTUNITIES

Surface care is predicted to grow as the economy in Nigeria begins to recover

Home care disinfectants and scouring agents are expected to drive strong growth

Niche categories, including multipurpose cleaners, have strong opportunities for growth

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Home Care in Nigeria - Industry Overview

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DISCLAIMER

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