



Euromonitor
International

Herbal/Traditional Products in Nigeria

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary conditions have negative impact on performance
- Herbal/traditional topical analgesics benefit from being relatively affordable
- Launch of innovative Salonpas Pain Relief Patch generate additional consumer interest

PROSPECTS AND OPPORTUNITIES

- Economic recovery and improved consumer spending power will boost demand
- Herbal/traditional cough cold and allergy remedies will lead growth
- Direct sellers poised to rebound as economic conditions improve

CATEGORY DATA

- Table 1 - Sales of Herbal/Traditional Products by Category: Value 2019-2024
- Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Consumer Health in Nigeria - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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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