



Euromonitor  
International

# Mass Beauty and Personal Care in Nigeria

May 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Weak economic conditions limit performance in 2023  
Consumers choose counterfeit and contraband products as incomes fall  
Bath and shower and skin care show resilience in mass beauty and personal care

#### PROSPECTS AND OPPORTUNITIES

Economic improvement to drive category growth over the forecast period  
Rising urban professional female population is a key path to growth  
Growing demand for affordable but good quality products

#### CATEGORY DATA

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

## Beauty and Personal Care in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mass-beauty-and-personal-care-in-nigeria/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-nigeria/report).