

Surface Care in Nigeria

February 2024

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Surface Care in Nigeria - Category analysis

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2023 DEVELOPMENTS

Essential surface care products record positive volume growth despite rising prices
Leading brand Dettol launches hygiene initiatives to drive awareness across Nigeria
Consumers focus on preventative hygiene drives demand for home care disinfectants

PROSPECTS AND OPPORTUNITIES

Retail volume growth recovers, boosted by the popularity of multi-purpose cleaners
Price remains the key factor in the purchasing decision for surface care
Growth is set to be driven by the increasing availability of cheaper domestic brands

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