



Herbal/Traditional Products in Nigeria

January 2024

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2023 DEVELOPMENTS

Herbal/traditional products account for the lion's share of consumer health value sales

Increasing use of bitters drives retail volume growth on the landscape

Procter & Gamble Nigeria retains its lead as local players face challenges

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Growth is driven by the rising availability of products and the entry of new brands

Manufacturers to capitalise on the uniqueness of their products

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