



# Dishwashing in Nigeria

April 2026

Table of Contents

## Dishwashing in Nigeria - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Local Brands Gain Traction with Affordable Dishwashing Options and Pricing Strategies

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

### INDUSTRY PERFORMANCE

Local Brands Gain Traction with Affordable Dishwashing Options and Pricing Strategies

Product Innovation Fuels Growth in Automatic Dishwashing

Independent Manufacturers Drive Competition with Unique Strategies

Chart 2 - Morning Fresh Expands Pack Range with 200ml Packs

Chart 3 - Value Sales of Dishwashing 2020-2030

Chart 4 - Volume Sales of Dishwashing 2020-2030

Chart 5 - Value Sales of Dishwashing by Category 2025

### WHAT'S NEXT?

Local Brands and Economic Stability Fuel Growth

Innovative Strategies and Affordability to Drive Competition

Chart 6 - Analyst Insight for Dishwashing

Chart 7 - Forecast Value of Dishwashing Sales 2020-2030

Chart 8 - Forecast Value Sales of Dishwashing by Category 2025-2030

### COMPETITIVE LANDSCAPE

Local Brands Erode Market Share of Leading Players

New Entrants and Affordable Options Reshape the Landscape

Chart 9 - Company Shares of Dishwashing 2025

Chart 10 - Brand Shares of Dishwashing 2025

### CHANNELS

Small Local Grocers Dominate Dishwashing Distribution

Retail E-Commerce Gains Traction in Niche Products

Chart 11 - Retail Channels for Dishwashing 2020-2025

### ECONOMIC CONTEXT

Chart 12 - Economic Context for Dishwashing

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 15 - Consumer Context for Dishwashing

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Home Care in Nigeria - Industry Overview](#)

### EXECUTIVE SUMMARY

Affordable Brands Drive Sales Amid Challenging Economic Conditions

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Affordable Brands Drive Sales Amid Challenging Economic Conditions

Chart 20 - Novex Bleach Launches 75ml Sachets

Laundry Care Dominates with Evolving Formats

Chart 21 - So Klin Launches First Ever Smart Liquid Detergent for Hand Wash

Multifunctionality and Affordability Drive Innovation

Chart 22 - Henkel's Waw Active 5 All Purpose Cleaner Offers Multifunctionality Benefits

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Affordable, Premium Brands and Urbanisation to Drive Home Care Growth

Laundry Care to Maintain Leading Position with Evolving Formats

Niche Categories Expected to Drive Growth with Task-Specific Products

Chart 26 - Analyst Insight for Home Care

Rising Economic Improvement Predicted to Shape Competitive Dynamics

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Local Brands Pose Challenge To Multinationals

New Local Entrants Cause Shifts in Market Dynamics

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

### CHANNELS

Small Local Grocers Leads Home Care Distribution

Retail E-Commerce Grows Despite Limited Consumer Trust

Chart 31 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## 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/dishwashing-in-nigeria/report](http://www.euromonitor.com/dishwashing-in-nigeria/report).