



Bath and Shower in Nigeria

July 2025

Table of Contents

Bath and Shower in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bar soap seen as essential, but faces competition from traditional alternatives

Leader facing growing competition

Small local grocers still dominant despite falling share

PROSPECTS AND OPPORTUNITIES

Switch to packaged products to fuel growth

Shifting demand in bar soap

Small local players to drive innovation, but multinationals set to improve their offer

CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2019-2024

Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024

Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024

Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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/bath-and-shower-in-nigeria/report.