



Euromonitor
International

Consumer Health in Nigeria

October 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 2 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2019-2024
Table 4 - Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Consumer Health: % Value 2020-2024
Table 6 - LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 8 - Distribution of Consumer Health by Format: % Value 2019-2024
Table 9 - Distribution of Consumer Health by Format and Category: % Value 2024
Table 10 - Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressures have negative impact on performance
Adult acetaminophen leads growth
New product development remains muted in 2024

PROSPECTS AND OPPORTUNITIES

Expected economic recovery will drive stronger demand
Adult acetaminophen will be key driver of growth
High unit prices will remain a strong feature of the market

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2019-2024
Table 13 - Sales of Analgesics by Category: % Value Growth 2019-2024
Table 14 - NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 - LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 - Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

Cough, Cold and Allergy (Hay Fever) Remedies in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary pressures and rising prices impact consumer demand
- Medicated confectionery and paediatric cough/cold remedies see strong performances
- Local brands outperform their international competitors amid ongoing economic challenges

PROSPECTS AND OPPORTUNITIES

- Positive outlook for cough, cold and allergy remedies, supported by an improving economy
- Growing child population will boost demand for paediatric cough/cold remedies
- Local production is expected to increase in bid to moderate prices

CATEGORY DATA

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Dermatologicals in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary pressures continue to impact on demand
- Vaginal and topical antifungals perform strongly, due to their perceived essential status
- Companies focus on smaller pack sizes

PROSPECTS AND OPPORTUNITIES

- Improving economic conditions, combined with demographic changes will boost overall demand
- Topical antifungals, vaginal antifungals and topical germicidals/antiseptics will lead category growth
- Affordability will continue as major concern of manufacturers

CATEGORY DATA

Table 24 - Sales of Dermatologicals by Category: Value 2019-2024

Table 25 - Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 27 - LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 28 - LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 29 - Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 30 - Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

Digestive Remedies in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Negative economic conditions impact digestive remedies

Antacids see strongest performance
New product development remains limited, due to challenging economic conditions

PROSPECTS AND OPPORTUNITIES

Strong scope for growth as economy improves and consumers become more informed about the benefits of digestive remedies
Antacids will show especially strong performance
Competition from lower-priced variants to increase as inflationary pressures continue to drive up unit prices

CATEGORY DATA

- Table 31 - Sales of Digestive Remedies by Category: Value 2019-2024
- Table 32 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 34 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
- Table 35 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 36 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Eye Care in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unaffordable prices and low levels of awareness limit demand for eye care
Standard eye care sees stronger performance, driven by rising levels of awareness, although inflationary pressures limit volume demand
Urban consumers exhibit greater understanding of eye health

PROSPECTS AND OPPORTUNITIES

Growth opportunities for eye care over the forecast period
Standard eye care will continue as key driver of demand
Marketing initiatives aimed at raising awareness will be a major manufacturer focus

CATEGORY DATA

- Table 37 - Sales of Eye Care by Category: Value 2019-2024
- Table 38 - Sales of Eye Care by Category: % Value Growth 2019-2024
- Table 39 - NBO Company Shares of Eye Care: % Value 2020-2024
- Table 40 - LBN Brand Shares of Eye Care: % Value 2021-2024
- Table 41 - Forecast Sales of Eye Care by Category: Value 2024-2029
- Table 42 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

Wound Care in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary conditions impact performance of wound care in 2024
Sticking plasters/adhesive bandages will see stronger performance
Beiersdorf leads increasing fragmented landscape

PROSPECTS AND OPPORTUNITIES

Improved economic conditions will drive stronger demand
Gauze, tape, and other wound care has scope to expand, due to growing awareness and increase in need for post-surgery care
Local players to focus on partnerships with international brands to widen their product ranges

CATEGORY DATA

- Table 43 - Sales of Wound Care by Category: Value 2019-2024
- Table 44 - Sales of Wound Care by Category: % Value Growth 2019-2024

Table 45 - NBO Company Shares of Wound Care: % Value 2020-2024

Table 46 - LBN Brand Shares of Wound Care: % Value 2021-2024

Table 47 - Forecast Sales of Wound Care by Category: Value 2024-2029

Table 48 - Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

Dietary Supplements in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising unit prices drive strong value growth as volumes decline
- Combination dietary supplements lead growth
- Smaller brands offer affordable alternatives

PROSPECTS AND OPPORTUNITIES

- Strong growth for dietary supplements amid rising health awareness
- Strong demand for fish oils and combination dietary supplements
- Local brands have considerable scope for expansion

CATEGORY DATA

Table 49 - Sales of Dietary Supplements by Category: Value 2019-2024

Table 50 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 51 - Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 52 - NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 53 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 54 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 55 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Vitamins in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic conditions impact sales of vitamins
- Multivitamins and vitamin C see strongest performances
- Diverse range of offerings cater to low- and upper-income consumers

PROSPECTS AND OPPORTUNITIES

- Growing focus on preventative healthcare will help to drive performance as economy improves
- Vitamin C and multivitamins will continue to lead category performance
- Premium brands will perform well, driven by upper-income consumer base

CATEGORY DATA

Table 56 - Sales of Vitamins by Category: Value 2019-2024

Table 57 - Sales of Vitamins by Category: % Value Growth 2019-2024

Table 58 - Sales of Multivitamins by Positioning: % Value 2019-2024

Table 59 - NBO Company Shares of Vitamins: % Value 2020-2024

Table 60 - LBN Brand Shares of Vitamins: % Value 2021-2024

Table 61 - Forecast Sales of Vitamins by Category: Value 2024-2029

Table 62 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Weight Management and Wellbeing in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressures and prevailing cultural norms have negative impact on performance
Weight supplements are increasingly valued for their convenience
Direct sellers face ongoing challenges

PROSPECTS AND OPPORTUNITIES

Rising awareness on health and wellness will boost performance, given rising incidence of obesity-related illnesses
Weight loss supplements and meal replacement products will lead growth
Wider range of brands to cater to a diverse range of income segments will boost demand

CATEGORY DATA

- Table 63 - Sales of Weight Management and Wellbeing by Category: Value 2019-2024
- Table 64 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024
- Table 65 - NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024
- Table 66 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024
- Table 67 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029
- Table 68 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

Herbal/Traditional Products in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary conditions have negative impact on performance
Herbal/traditional topical analgesics benefit from being relatively affordable
Launch of innovative Salonpas Pain Relief Patch generate additional consumer interest

PROSPECTS AND OPPORTUNITIES

Economic recovery and improved consumer spending power will boost demand
Herbal/traditional cough cold and allergy remedies will lead growth
Direct sellers poised to rebound as economic conditions improve

CATEGORY DATA

- Table 69 - Sales of Herbal/Traditional Products by Category: Value 2019-2024
- Table 70 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 71 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 72 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 73 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 74 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Paediatric Consumer Health in Nigeria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressures impact performance in 2024
Paediatric analgesics performs well, due to their essential status
Benylin Paediatric Syrup suffers product recall, while local brands see strong performance

PROSPECTS AND OPPORTUNITIES

Improved economic conditions and increase in child population will drive future growth
Paediatric vitamins and dietary supplements will lead growth as rising levels of health awareness boost demand
Maintaining affordability will be key challenge for brands

CATEGORY DATA

Table 75 - Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 76 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 77 - NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 78 - LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 79 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 80 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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/consumer-health-in-nigeria/report.