



Home Care in Nigeria

April 2026

Table of Contents

Home Care in Nigeria

EXECUTIVE SUMMARY

Affordable Brands Drive Sales Amid Challenging Economic Conditions

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Affordable Brands Drive Sales Amid Challenging Economic Conditions

Chart 2 - Novex Bleach Launches 75ml Sachets

Laundry Care Dominates with Evolving Formats

Chart 3 - So Klin Launches First Ever Smart Liquid Detergent for Hand Wash

Multifunctionality and Affordability Drive Innovation

Chart 4 - Henkel's Waw Active 5 All Purpose Cleaner Offers Multifunctionality Benefits

Chart 5 - Value Sales of Home Care 2020-2030

Chart 6 - Volume Sales of Home Care 2020-2030

Chart 7 - 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 8 - Analyst Insight for Home Care

Rising Economic Improvement Predicted to Shape Competitive Dynamics

Chart 9 - Forecast Value Sales of Home Care 2020-2030

Chart 10 - 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 11 - Company Shares of Home Care 2025

Chart 12 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Leads Home Care Distribution

Retail E-Commerce Grows Despite Limited Consumer Trust

Chart 13 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Air Care in Nigeria

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Brands Capitalise on Novel Product Formats and Technology

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium Brands Capitalise on Novel Product Formats and Technology

Local Brands Gain Traction with Competitive Prices

Evolving Product Formats Drive Innovation and Consumer Interest

Aer ?Power Pocket'S 30-Day Lifespan Fuels Demand for Portable Solutions

Chart 22 - Godrej Nigeria Launches Innovative Aer Power Pocket in 2025

Chart 23 - Value Sales of Air Care 2020-2030

Chart 24 - Volume Sales of Air Care 2020-2030

Chart 25 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Premium Brands Expected to Drive Growth with Novel Formats and Technology

Chart 26 - Analyst Insight for Air Care

Shifts in Consumer Preferences Will Shape Progress in Air Fresheners

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

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

COMPETITIVE LANDSCAPE

Key Players to Focus on Innovation

Local Companies Gain Ground with Affordable Alternatives

Chart 29 - Company Shares of Air Care 2025

Chart 30 - Brand Shares of Air Care 2025

CHANNELS

Small Local Grocers Maintains Lead through Convenience

Retail E-Commerce Continues to Rise From Small Base

Chart 31 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Nigeria

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Intensify Competition with Affordable Options

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Local Brands Intensify Competition with Affordable Options

Novex Bleach Launches Affordable Small Sachet Pack

Chart 40 - Novex Bleach Launches 75ml Sachet Pack

Chart 41 - Value Sales of Bleach 2020-2030

Chart 42 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Affordability and Urbanisation to Drive Growth Despite Competition

Other Home Care Categories Expected to Intensify Competition

Chart 43 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Affordability and Innovation

Chart 44 - Company Shares of Bleach 2025

Chart 45 - Brand Shares of Bleach 2025

CHANNELS

Small Local Grocers Leads Bleach Distribution in Nigeria

Retail E-Commerce Grows Despite Remaining a Small Share

Chart 46 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Bleach

Chart 48 - Real GDP Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Bleach

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Gain Traction with Affordable Dishwashing Options and Pricing Strategies

KEY INDUSTRY TRENDS

Chart 54 - 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 55 - Morning Fresh Expands Pack Range with 200ml Packs

Chart 56 - Value Sales of Dishwashing 2020-2030

Chart 57 - Volume Sales of Dishwashing 2020-2030

Chart 58 - 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 59 - Analyst Insight for Dishwashing

Chart 60 - Forecast Value of Dishwashing Sales 2020-2030

Chart 61 - 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 62 - Company Shares of Dishwashing 2025

Chart 63 - Brand Shares of Dishwashing 2025

CHANNELS

Small Local Grocers Dominate Dishwashing Distribution

Retail E-Commerce Gains Traction in Niche Products

Chart 64 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 65 - Economic Context for Dishwashing

Chart 66 - Real GDP Growth 2020-2030

Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Dishwashing

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Pest Control Drives Innovation and Growth

KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Urban Pest Control Drives Innovation and Growth

Chart 73 - Sniper Launches New Variants: Sniper Bedbug Killer and Sniper Hotshot Multipurpose Insect Killer

Spray/Aerosol Insecticides Dominate Despite Decline

Evolving Product Formats Offer Growth Potential

Chart 74 - Value Sales of Home Insecticides 2020-2030

Chart 75 - Volume Sales of Home Insecticides 2020-2030

Chart 76 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Consumers Set to Shift to Safer and More Convenient Options

Spray/Aerosol Insecticides to Maintain Dominance

Chart 77 - Analyst Insight for Home Insecticides

Electric Insecticides Expected to Experience Rapid Growth

Chart 78 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 79 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Gongoni Co Ltd and Johnson Wax Nigeria Ltd Dominate Home Insecticides

Innovation Propels Saro Lifecare Ltd and Godrej Nigeria Ltd

Chart 80 - Company Shares of Home Insecticides 2025

Chart 81 - Brand Shares of Home Insecticides 2025

CHANNELS

Small Local Grocers Leads Distribution with Convenience and Affordability

Health and Beauty Specialists Increase Competition

Retail E-Commerce Remains Negligible Due to Consumer Preferences

Chart 82 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 83 - Economic Context for Home Insecticides

Chart 84 - Real GDP Growth 2020-2030

Chart 85 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 86 - Consumer Context for Home Insecticides

Chart 87 - Population 2020-2030

Chart 88 - Consumer Expenditure 2020-2030

Chart 89 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Multifunctionality in Laundry Detergents Drives Innovation and Growth

KEY INDUSTRY TRENDS

Chart 90 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Multifunctionality in Laundry Detergents Drives Innovation and Growth

Waw Complete 5-in-1 Offers Affordable Prices and Different Pack Sizes

Chart 91 - WAW Complete 5-in-1 Liquid Detergent Offers Multiple Features

Evolving Product Formats Increase Affordability and Strengthen Local Brands

Mood-Boosting Ingredients Add Value Amid Tightening Consumer Budgets

Chart 92 - So Klin Launches First-Ever Smart Liquid Detergent for Hand Wash

Chart 93 - Value Sales of Laundry Care 2020-2030

Chart 94 - Volume Sales of Laundry Care 2020-2030

Chart 95 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Consumers Expected to Seek Value-Added Laundry Products as Economy Improves

Local Brands Set to Drive Laundry Detergent and Niche Category Growth

Multi-Purpose Positioning and Marketing Expected to Boost Competition

Chart 96 - Forecast Value Sales of Laundry Care 2020-2030

Chart 97 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

New Entrants Challenge Leading Players

Chart 98 - Analyst Insight for Laundry Care

Chart 99 - Company Shares of Laundry Care 2025

Chart 100 - Brand Shares of Laundry Care 2025

CHANNELS

Small Local Grocers Leads Laundry Care Distribution

E-Commerce Gains Traction in Laundry Care Distribution through Third-Party Platforms

Chart 101 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 102 - Economic Context for Laundry Care

Chart 103 - Real GDP Growth 2020-2030

Chart 104 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 105 - Consumer Context for Laundry Care

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polarisation Shapes Nigeria's Polishes Market Dynamics

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Polarisation Shapes Nigeria's Polishes Market Dynamics

Shoe Polish Drives Value and Volume Sales Despite Economic Challenges

Chart 110 - Value Sales of Polishes 2020-2030

Chart 111 - Volume Sales of Polishes 2020-2030

Chart 112 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Shoe Polish to Remain Largest Category Amid Footwear Style Shifts

Consumer Spending Shifts Expected to Offer Growth Prospects for Niche Polish Categories

Chart 113 - Forecast Value Sales of Polishes 2020-2030

Chart 114 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Askco Group Nigeria Maintains Its Lead through Premium Offerings

Chart 115 - Analyst Insight for Polishes

Chart 116 - Company Shares of Polishes 2025

Chart 117 - Brand Shares of Polishes 2025

CHANNELS

Small Local Grocers Dominates Sales of Polishes through Convenience

Supermarkets Drives Growth in Modern Retail Channels

E-Commerce Gradually Gains Traction among Higher-Income Consumers

Chart 118 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 119 - Economic Context for Polishes

Chart 120 - Real GDP Growth 2020-2030

Chart 121 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 122 - Consumer Context for Polishes

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Drive Sales with Multifunctional Products

KEY INDUSTRY TRENDS

Chart 126 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Local Brands Drive Sales with Multifunctional Products

Chart 127 - Henkel's Waw Active 5 All Purpose Cleaner Offers Multifunctionality Benefits

Currency Depreciation Drives Popularity of Local Surface Care Brands

Premium Brands Regain Appeal with Added Value

Chart 128 - PZ Cussons' Carex Relaunches with New Range of Home Care Disinfectants

Chart 129 - Value Sales of Surface Care 2020-2030

Chart 130 - Volume Sales of Surface Care 2020-2030

Chart 131 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Local Brands Expected to Unlock Demand with Tailored Surface Care Solutions

Chart 132 - Analyst Insight for Surface Care

Home Care Disinfectants Set to Continue Leading Growth Despite Economic Challenges

Chart 133 - Forecast Value Sales of Surface Care 2020-2030

Chart 134 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Gongoni Co Ltd Leads Surface Care Landscape with Affordable Scouring Agents

Chart 135 - Company Shares of Surface Care 2025

Chart 136 - Brand Shares of Surface Care 2025

CHANNELS

Small Local Grocers Dominates Surface Care Distribution
Retail E-Commerce Grows Despite Limited Consumer Trust
Chart 137 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Surface Care
Chart 139 - Real GDP Growth 2020-2030
Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Surface Care
Chart 142 - Population 2020-2030
Chart 143 - Consumer Expenditure 2020-2030
Chart 144 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Evolving Product Formats Revitalise Niche Toilet Care Categories

KEY INDUSTRY TRENDS

Chart 145 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Evolving Product Formats Revitalise Niche Toilet Care Categories
Mood-boosting Ingredients Drive Innovation with New Fragrance
Chart 146 - Hypo Toilet Cleaner Introduces Floral Variety
Chart 147 - Value Sales of Toilet Care 2020-2030
Chart 148 - Volume Sales of Toilet Care 2020-2030
Chart 149 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Toilet Care Growth with Rising Incomes and Urbanisation
Local Brands to Pose Competition with Fragrance Innovation
Chart 150 - Forecast Value Sales of Toilet Care 2020-2030
Chart 151 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Hypo Toilet Cleaner Challenges Harpic's Dominance
Chart 152 - Analyst Insight for Toilet Care
Chart 153 - Company Shares of Toilet Care 2025
Chart 154 - Brand Shares of Toilet Care 2025

CHANNELS

Small Local Grocers Maintain Lead in Toilet Care Sales
Retail E-Commerce Emerges as Fastest Growing Channel
Chart 155 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 156 - Economic Context for Toilet Care

Chart 157 - Real GDP Growth 2020-2030

Chart 158 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 159 - Consumer Context for Toilet Care

Chart 160 - Population 2020-2030

Chart 161 - Consumer Expenditure 2020-2030

Chart 162 - 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/home-care-in-nigeria/report.