



Euromonitor
International

Mass Beauty and Personal Care in Nigeria

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Consumers Drive Growth through Demand for Affordable Science-Backed Products

Mass Skin Care Leads Value Sales Driven by Essential Consumer Demand

Ps Cussons Expands Carex Range with Skin-Friendly Bar Soap Boosting Value Sales

Chart 1 - Pz Cussons' Carex Anti-Bacterial Soap Extends the Carex Range

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Women's Growing Demand Expected to Drive Affordable Product Growth

Mass Skin Care Set to Continue Leading Value Sales with Sub-Premium Innovation Appeal

Brands Adopting Natural and Affordable Innovations Anticipated to Capture Expanding Demand

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Ag?Strengthens Lead through Innovation and Local Presence

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Nigeria - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Nigerian Beauty and Personal Care Sees Robust Value Growth Amid Evolving Consumer Demand

Skin Care Leads Value Sales, While K-Beauty and Science-Backed Products Drive Growth

Chart 16 - Spanish Dermocosmetics Brand, Sesderma, Launches in Nigeria

Local and International Brands Leverage Lifestyle and Inclusivity Trends to Deepen Consumer Engagement

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Youth and Rising Incomes Expected to Fuel Expansive Growth for Beauty and Personal Care

Skin Care Set to Continue Leading Value Sales, While Men'S Grooming and Sun Care Lead Growth Momentum

Brands Anticipated to Harness Social Media and Inclusivity to Drive Innovation and Consumer Engagement

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Ag Strengthens Lead through Innovation and Local Focus Amid Shifting Dynamics

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Distribution, While Supermarkets and Health and Beauty Specialists Expand

E-Commerce Growth Driven by Specialist Retailers and Digital Platforms Gains Momentum

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/mass-beauty-and-personal-care-in-nigeria/report.

