

# Medicated Skin Care in Nigeria

<https://marketpublishers.com/r/ME01548FEA0EN.html>

Date: July 2012

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: ME01548FEA0EN

## Abstracts

Medicated skin care produced a significant growth rate in 2011. While producers promoted their products with improved marketing activities, the fast growing young and health conscious consumer groups also helped the category achieve such good positive growth in 2011. As disposable income grows due to economic recovery, consumers are spending more on skin care products, which they had hitherto considered non-essential.

Euromonitor International's Medicated Skin Care in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, allowing you to identify the sectors driving growth. Forecasts to 2016 illustrate how the market is set to change.

**Product coverage:** Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Medicated Skin Care, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Medicated Skin Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

July 2012

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