

# Nigeria in 2040: The Future Demographic

<https://marketpublishers.com/r/N74470961B83EN.html>

Date: May 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: N74470961B83EN

## Abstracts

Nigeria will remain the largest regional country and one of the biggest globally, as its population continues to be boosted by high levels of natural increase in 2021-2040. The country will also remain one of the youngest globally due to high birth rates and low life expectancy. A surging populace and rapid urbanisation will increase Nigeria's appeal as a consumer market; however, poverty, inequality, inflation and high unemployment will remain key challenges.

Euromonitor's Nigeria in 2040: The Future Demographic report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

### Why buy this report?

Get a detailed picture of the Consumer Lifestyles 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.

## Contents

### BEAUTY AND PERSONAL CARE IN SWITZERLAND

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### MASS BEAUTY AND PERSONAL CARE IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Moderate value growth

Leaders reinforce positions, but generally innovation remains limited

Supermarkets benefit from convenience and popularity of private label

#### PROSPECTS AND OPPORTUNITIES

Persistent consumer conservatism

Leading players to remain strong

Opportunities for private label

#### CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth

2017-2022

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value

2018-2022

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value

2022-2027

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value

Growth 2022-2027

**PREMIUM BEAUTY AND PERSONAL CARE IN SWITZERLAND**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Revival of travel and shopping for entertainment boost demand

Limited funds for innovation

Consumer conservatism supports strength of leading brands

**PROSPECTS AND OPPORTUNITIES**

Growth expected, but challenging economic conditions to present an obstacle

Revival of innovation to provide a boost

Experience, advice and demonstration to influence shopping patterns

**CATEGORY DATA**

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth

2017-2022

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value

2018-2022

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value

2019-2022

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value

2022-2027

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value

Growth 2022-2027

**BABY AND CHILD-SPECIFIC PRODUCTS IN SWITZERLAND**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Value growth driven by price increases

Many parents retain strong focus on quality

Retailer retains lead

**PROSPECTS AND OPPORTUNITIES**

Growth despite falling birth rates

Consumer loyalty to support established brands and products

Obstacles to development of e-commerce

#### CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

#### BATH AND SHOWER IN SWITZERLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Moving beyond COVID-19 crisis

Hybrid work patterns and eco-consciousness influence demand

Significant private label presence

##### PROSPECTS AND OPPORTUNITIES

Constraints on value growth

Products with natural positioning to thrive

Growing interest in sustainability

#### CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2017-2022

Table 35 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 37 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 38 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 40 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

## Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027 COLOUR COSMETICS IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Lip products benefit from shift away from COVID-19 related habits

Price rises boost value growth

L'Oréal reinforces leading position

### PROSPECTS AND OPPORTUNITIES

Further growth expected

Return to innovation

Leading players to remain strong

### CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 47 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 48 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 49 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 50 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

## DEODORANTS IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increase in social contact and physical activity boosts sales

New products in deodorant sprays

Major multinationals dominate

### PROSPECTS AND OPPORTUNITIES

Positive outlook

Major players set to continue to thrive

Little change in distribution landscape expected

### CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2017-2022

Table 55 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 57 NBO Company Shares of Deodorants: % Value 2018-2022

Table 58 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 60 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

## DEPILATORIES IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Significant increase in demand

Female consumers switch to less expensive alternatives

Procter & Gamble faces limited competition

### PROSPECTS AND OPPORTUNITIES

Sales primarily relying on replacement

Competition from alternative options

Depilatories bought on regular shopping trips

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2017-2022

Table 64 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown  
2018-2022

Table 66 NBO Company Shares of Depilatories: % Value 2018-2022

Table 67 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 68 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

## FRAGRANCES IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Recovery of travel and tourism supports demand

Premium products perform particularly well

Chanel holds on to newly gained lead

### PROSPECTS AND OPPORTUNITIES

Return of new product development activity set to boost growth

Classics to remain important

Continued appeal of experiential shopping

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2017-2022

Table 71 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 72 NBO Company Shares of Fragrances: % Value 2018-2022

Table 73 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 76 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

## HAIR CARE IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Standard shampoo puts in strongest performance

Growing demand for clean products

L'Oréal strengthens lead, while Migros provides strong private label offer

### PROSPECTS AND OPPORTUNITIES

Interest in natural products to continue to increase

Growing demand for hair loss treatments

Supermarkets to remain key, while discounters grow in importance

### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2017-2022

Table 79 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 81 NBO Company Shares of Hair Care: % Value 2018-2022

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 83 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 84 LBN Brand Shares of Colourants: % Value 2019-2022

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 86 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 87 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 88 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## MEN'S GROOMING IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Changing attitudes to beards

Sustainability and multi-functionality

Procter & Gamble the clear leader

### PROSPECTS AND OPPORTUNITIES

Economic uncertainty to constrain category development

Procter & Gamble to maintain focus on men's grooming

Ongoing innovation

### CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2017-2022



Table 92 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 95 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 96 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 98 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

## ORAL CARE IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High cost of dental work supports demand for oral care products

Environmental concerns shape company programmes and product innovation

Major players dominate

### PROSPECTS AND OPPORTUNITIES

Rising awareness of oral hygiene to drive growth

Increasing investment in the development of natural products

Little change in competitive landscape expected

### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2017-2022

Table 101 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 102 Sales of Toothbrushes by Category: Value 2017-2022

Table 103 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 105 NBO Company Shares of Oral Care: % Value 2018-2022

Table 106 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 108 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 109 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 110 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 111 Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 112 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

## SKIN CARE IN SWITZERLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers see skin care as essential but limit purchases

Innovation focuses on natural, sustainable and highly effective products

L'Oréal takes top spot

### PROSPECTS AND OPPORTUNITIES

Ongoing interest in appearance and wellbeing

Rising demand for skin care sets/kits

Mass segment to rely on modern grocery retailers, while premium products sold through specialists

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2017-2022

Table 114 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 115 NBO Company Shares of Skin Care: % Value 2018-2022

Table 116 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 118 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 119 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 122 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 123 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### SUN CARE IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Contrasting fortunes

Sun protection benefits from heat waves and rising levels of consumer knowledge

L'Oréal benefits from strength across mass and premium segments

#### PROSPECTS AND OPPORTUNITIES

Increased awareness presents opportunities and challenges

Naturalness and sustainability

Modern grocery to remain key to the mass segment

#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2017-2022

Table 125 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 126 NBO Company Shares of Sun Care: % Value 2018-2022

Table 127 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 129 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

## I would like to order

Product name: Nigeria in 2040: The Future Demographic

Product link: <https://marketpublishers.com/r/N74470961B83EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N74470961B83EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970