

Sets/Kits in Nigeria

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Hair care kits continue to account for the vast majority of sets/kits in Nigeria, although direct selling outlets, such as from Forever Living Products Nigeria, are now also offering multipurpose cosmetics kits. Price is the main reason for the low penetration of non-hair care products in sets/kits, as it is cheaper to buy stand-alone products rather than a pre-made kit. Hair care, on the other hand, has managed to stand out in retail and attract middle/upper-income consumers looking for...

Euromonitor International's Sets/Kits 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 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

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

Why buy this report?

- Get a detailed picture of the Sets/Kits 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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