

Sun Care in Nigeria

<https://marketpublishers.com/r/SF40EE1CDD6EN.html>

Date: May 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: SF40EE1CDD6EN

Abstracts

Sun care is a niche landscape that performs poorly when economic conditions are weak. With a poor economy during 2022, particularly with high inflation limiting consumer spending power, there was a decline in demand. Furthermore, since expatriates (foreigners working in Nigeria) are key consumers of sun care, a weak economy which reduced the presence of expatriates led to a decline in demand from this demographic.

Euromonitor International's Sun 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

Get a detailed picture of the Sun 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.

Contents

BEAUTY AND PERSONAL CARE IN NEW ZEALAND

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressure drives growth in mass beauty and personal care

Development in retail space creates new opportunities for mass beauty and personal care

Demand for sustainable products drive packaging innovation

PROSPECTS AND OPPORTUNITIES

Consumers stretch their budgets by shopping around for bargains

Internet retailing becomes increasingly important

Demand for sustainable products to continue to grow over the forecast period

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium skin care and colour cosmetics saw strong performance in 2022

Sephora's expansion drives growth in premium beauty and personal care

Premium brands offer plastic free alternatives

PROSPECTS AND OPPORTUNITIES

Demand for sustainable products presents opportunity for growth

New Zealand targets wealthy tourists as borders reopen

Social media marketing key in targeting young, tech-savvy consumers

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Opportunity for brands in baby and child-specific products to target new consumer segments

Health and wellness trends drive demand for natural products

Baby Bunting enters New Zealand

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products projected to grow over the forecast period
Online grocery channels create opportunities for baby and child-specific products
Opportunity to target environmentally aware shoppers with eco-friendly packaging

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mainstream brands continue to dominate body wash/shower gel
Environmentally aware shoppers drive growth in plastic free products
Hand sanitisers continue to grow post-pandemic

PROSPECTS AND OPPORTUNITIES

Shower gel supports growth in bath and shower over the forecast period
Opportunity to target tech savvy consumers to drive growth online
Opportunity to appeal to sustainable shoppers over the forecast period

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers adopt simpler make-up routines

New product launches respond to demand for staple make-up products

Chemist Warehouse drives growth in mass colour cosmetics

PROSPECTS AND OPPORTUNITIES

Products for simple looks drive growth in colour cosmetics over the forecast period

Opportunity to drive growth through improving online shopping platforms

Demand for sustainable products expected to drive packaging innovation

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mainstream deodorant brands continue to dominate the category

New product launches focuses on product efficacy

Demand for sustainable products drive innovations in packaging

PROSPECTS AND OPPORTUNITIES

Deodorants continue to see positive growth over the forecast period

Natural deodorants become increasingly prevalent

Expansion of online grocery retailing sees more consumers purchasing products online

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mainstream hair removal product dominate the category

Gillette Venus push boundaries in sustainability

Small local brands meet demand for natural and sustainable products

PROSPECTS AND OPPORTUNITIES

Depilatories sales projected to grow over the forecast period

Targeting tech savvy online shoppers key in remaining relevant

Demand for sustainable alternatives to drive product innovation

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances shift from occasional to daily usage

Return of international visitors drives growth in fragrances

Development of natural products lags behind other beauty and personal care categories

PROSPECTS AND OPPORTUNITIES

Premium fragrances drive growth over the forecast period

Opportunity to drive growth through internet retailing

Niche small batch fragrances become more prevalent

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Social media marketing drives growth in hair care

Costco creates growth opportunity for hair care brands with strong value proposition

Industry players respond to consumer demand for sustainable products

PROSPECTS AND OPPORTUNITIES

Hair care projected to grow over the forecast period

Opportunity for growth through targeting tech savvy consumers

Demand for sustainable products drive product innovation over the forecast period

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand in men's skin care driven by cleansers and moisturisers

Mainstream brands continue to dominate men's deodorants

New product launches in men's shaving focus on improving shaving experience

PROSPECTS AND OPPORTUNITIES

Men's skin care projected to grow over the forecast period

New product launches feature formulas suited to men's skin

Health and wellness trends drive demand for natural products

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mainstream brands dominate the oral care category

Tablet and powder toothpaste become increasingly prevalent

Limited consumer demand for teeth whitening products

PROSPECTS AND OPPORTUNITIES

Growth in oral care supported by core product categories

Online grocery retailing to lead to increasing online sales for oral care staples

Demand for sustainable products set to continue over the forecast period

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Dermo-cosmetic skin care brands perform well in 2022

New product launches positioned to meet demand for clean beauty

Anti-aging drives growth in skin care category

PROSPECTS AND OPPORTUNITIES

Anti-aging trends drive growth in skin care over the forecast period

Skin care brands continue to invest in reducing environmental impact

Personalised skin care meets consumer demand for simpler skin care routines

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 NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care benefits from rising consumer awareness on the importance of sun protection

Sunscreen Safety Bill effective from September 2022

Mainstream brands dominate sun protection

PROSPECTS AND OPPORTUNITIES

Sun protection drives growth over the forecast period

Baby and child-specific sun care faces competition from adult sun protection

Ample room for growth in sun protection category

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: Sun Care in Nigeria

Product link: <https://marketpublishers.com/r/SF40EE1CDD6EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SF40EE1CDD6EN.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