

Baby Personal Care Products Market in Nigeria 2021

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Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. According to a report by StrategyHelix, the baby personal care products market in Nigeria is poised to grow at a CAGR of around 14.5% over the analysis period of 2021 to 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Nigeria baby personal care products market is segmented on the basis of product, and distribution channel. On the basis of product, the baby personal care products market in Nigeria has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment is estimated to account for the largest share of the baby personal care products market in Nigeria. By distribution channel, the baby personal care products market in Nigeria has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Nigeria baby personal care products market is highly competitive. Key companies profiled in the report include Johnson & Johnson (J&J), Unilever PLC, PZ Cussons Plc, Wemy Industries Limited, Angel Commodities, Megachem Nigeria Limited, Wipro Limited, Sebapharma GmbH & CO. KG.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria baby personal care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Online platform
Others

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Johnson & Johnson (J&J)
Unilever PLC
PZ Cussons Plc
Wemy Industries Limited
Angel Commodities
Megachem Nigeria Limited
Wipro Limited
Sebapharma GmbH & CO. KG
About StrategyHelix

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