

# Male Grooming Products Market in Nigeria 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to a report by StrategyHelix, the male grooming products market in Nigeria is anticipated to expand positively at a CAGR of 11.8% during the forecast period (2021-2027). Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks 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 male grooming products. The Nigeria male grooming products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the male grooming products market in Nigeria has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the male grooming products market in Nigeria. By product, the male grooming products market in Nigeria has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest revenue share in 2020. Based on distribution channel, the male grooming products market in Nigeria is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment held the largest share of the Nigeria male grooming products market in 2020 and is anticipated to hold its share during the forecast period.

The report also includes the profiles of leading companies such as The Procter & Gamble Company, Societe Bic S.A., Dorco Co. Ltd., Unilever PLC.

## Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

## Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria male grooming 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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