

Perfume Market in Nigeria 2021

<https://marketpublishers.com/r/P3DFD965E68CEN.html>

Date: January 2022

Pages: 19

Price: US\$ 550.00 (Single User License)

ID: P3DFD965E68CEN

Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in Nigeria is poised to grow at a CAGR of around 11.7% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet 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 perfume. The Nigeria perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Nigeria has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the perfume market in Nigeria. Based upon consumer group, the perfume market in Nigeria is categorized into men, women, unisex. In 2020, the women segment made up the largest share of revenue generated by the perfume market. On the basis of distribution channel, the perfume market in Nigeria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Nigeria perfume market is highly competitive. Key companies profiled in the report include Coty Inc., LVMH Moët Hennessy Louis Vuitton SA (LVMH), PUIG SL, The Estée Lauder Companies Inc., L'Oreal S.A., Oriflame Cosmetics S.A., Chris Adams Perfumes, Mirato S.p.A., Unilever PLC, Revlon Inc.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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 perfume market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PERFUME MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY CONSUMER GROUP

Men
Women
Unisex

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Coty Inc.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
PUIG SL
The Estée Lauder Companies Inc.
L'Oreal S.A.
Oriflame Cosmetics S.A.
Chris Adams Perfumes
Mirato S.p.A.

Unilever PLC
Revlon, Inc.
About StrategyHelix
Disclaimer

I would like to order

Product name: Perfume Market in Nigeria 2021

Product link: <https://marketpublishers.com/r/P3DFD965E68CEN.html>

Price: US\$ 550.00 (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/P3DFD965E68CEN.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