

Skin Care Products Market in Nigeria 2021

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Abstracts

The skin care products market in Nigeria in terms of revenue is set to grow by US\$ 209 million during 2021-2027, growing at a compound annual growth rate (CAGR) of 8.7% during the forecast period, according to data and analytics company StrategyHelix. Rising disposable income, changing lifestyles, and expanding online and offline distribution channels are the key factors driving market growth.

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 skin care products. The Nigeria skin care products market is segmented on the basis of product, pricing, distribution channel. By product, it is categorized into facial care, and hand and body care. The facial care segment held the largest market share in 2020. By pricing, the skin care products market is divided into mass, and premium. The mass segment accounted for the largest market share in 2020. Based on distribution channel, the skin care products market is divided into hypermarkets & supermarkets, specialist retailers, general stores, online retailing, and others.

The report has profiled some of the key players of the market such as Beiersdorf AG, Johnson & Johnson Inc, Procter & Gamble Company (P&G), Unilever PLC.

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

Report Scope

Product: facial care, and hand and body care

Pricing: mass, and premium

Distribution channel: hypermarkets & supermarkets, specialist retailers, general stores,

online retailing, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Nigeria skin care products market

Pinpoint growth sectors and trends for investment

Understand what the future of the skin care products market in Nigeria looks like

Identify the competitive landscape and window of opportunity

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