



Euromonitor  
International

# Depilatories in Nigeria

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Depilatories Summary

## INDUSTRY PERFORMANCE

Rising Incomes and Western Influence Drive Growth

Women'S Razors and Blades Lead Value Sales While Hair Removers/Bleaches Gain Traction

Local Brand Estebare Reshapes Market with Skin-Friendly, Lifestyle-Focused Offering

Chart 1 - Estabare Launches a Product That Caters to Nigerian Consumers

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Incomes and Urban Employment Expected to Fuel Growth Opportunities among Women

Women'S Razors and Blades Set to Maintain Value Leadership

Local Brand Innovation and Retail Modernisation Anticipated to Transform Consumer Engagement and Choice

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance Amid Gradual Market Concentration

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

## CHANNELS

Small Local Grocers Dominate While Supermarkets and Pharmacies Expand Rapidly

Retail E-Commerce Grows From a Low Base Driven by Convenience and Wider Choice

Chart 9 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 10 - Economic Context for Depilatories

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 13 - Consumer Context for Depilatories

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Nigeria - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Nigerian Beauty and Personal Care Sees Robust Value Growth Amid Evolving Consumer Demand

Skin Care Leads Value Sales, While K-Beauty and Science-Backed Products Drive Growth

Chart 18 - Spanish Dermocosmetics Brand, Sesderma, Launches in Nigeria

Local and International Brands Leverage Lifestyle and Inclusivity Trends to Deepen Consumer Engagement

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Urban Youth and Rising Incomes Expected to Fuel Expansive Growth for Beauty and Personal Care

Skin Care Set to Continue Leading Value Sales, While Men'S Grooming and Sun Care Lead Growth Momentum

Brands Anticipated to Harness Social Media and Inclusivity to Drive Innovation and Consumer Engagement

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Beiersdorf Ag Strengthens Lead through Innovation and Local Focus Amid Shifting Dynamics

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Small Local Grocers Dominate Distribution, While Supermarkets and Health and Beauty Specialists Expand

E-Commerce Growth Driven by Specialist Retailers and Digital Platforms Gains Momentum

Chart 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/depilatories-in-nigeria/report](http://www.euromonitor.com/depilatories-in-nigeria/report).