



Bath and Shower in Nigeria

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Rapid Value Growth Driven Consumer Confidence and Easing Economic Pressures

Bar Soap Sustains Dominance through Multifunctional and Affordable Offerings

Chart 1 - Pz Cussons' Carex Anti-Bacterial Soap Extends the Carex Range

Pz Cussons Leverages Natural and Wellness Trends to Drive Dynamic Growth

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Recovery and Urban Growth Drive Robust Expansion of Bath and Shower Products

Bar Soap Set to Retain Dominance, While Body Wash/Shower Gel Leads Dynamic Growth

Local Innovation and Value-Added Formulations Anticipated to Reshape Competition and Consumer Engagement

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pz Cussons Nigeria Plc and Evans Industries Ltd Strengthen Positions Amid Rising Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Distribution as Supermarkets and Pharmacies Expand

Retail E-Commerce Gains Momentum as Convenience and Variety Attract Shoppers

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

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/bath-and-shower-in-nigeria/report.