

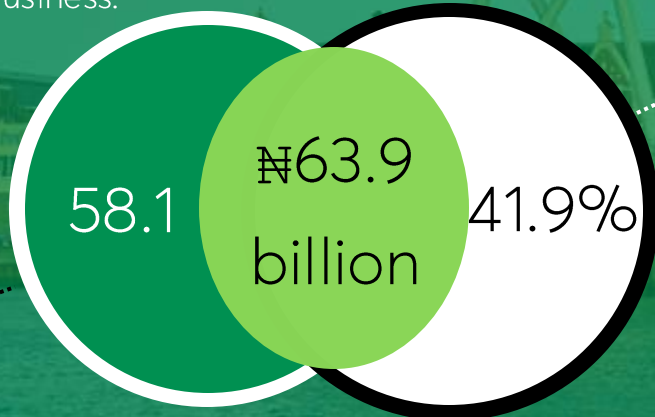
Unilever Pulls Back in Nigeria



On 17th March 2023, while Nigerians were preparing and planning to cast their votes for a new president, Unilever Nigeria Plc shocked most Nigerians with its announcement of its exit from the home care and skin cleansing markets in Nigeria, The company exited the homecare business category in September 2023. All production of home care products ceased in June 2023 and sales ceased in September 2023.

Revenue

Unilever Nigeria Plc's earnings surged nearly 12-fold in Q2 2024 following its exit from the homecare business.



Personal Care and well being

Food Products



Market Report

\$7.87b

According to Nairametrics, in 2023, the African Beauty and Personal Care market generated \$57.12 billion in revenue, with Nigeria leading the market with a significant \$7.8 billion share as of August 2023.

16%

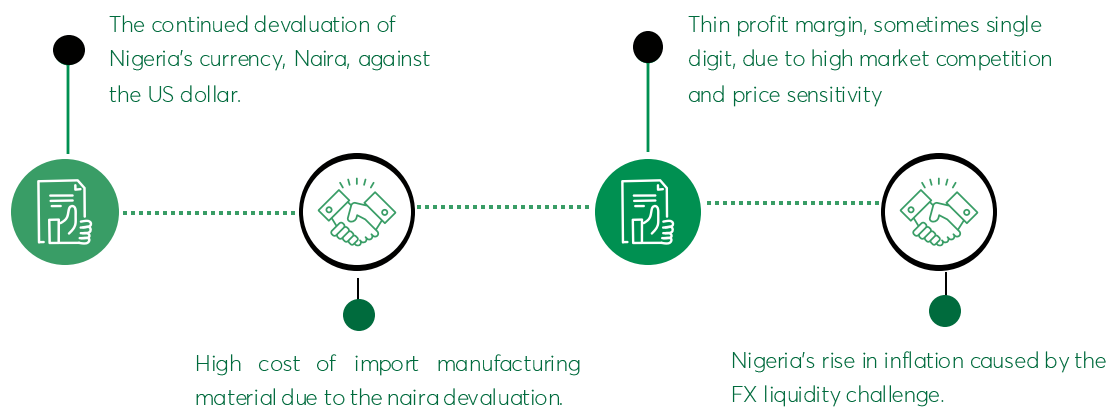
According to a report by Statista, the Nigeria's beauty and personal care industry is expected to rise by 16.48% annually, reaching \$4.2 billion by 2026

₦50b

Unilever Nigeria's home care and skin cleansing brand is valued at ₦50billion.

Positioning for growth and sustained profitability

Unilever Nigeria cited the need to restructure its product offerings for sustained profitability as the major reasons of its exit from the the home care and skin cleansing market in Nigeria. Other reasons includes:



Product Brand Categories

Apart from the home care and skin cleansing products OMO, Lux and Sunlight that is set to stop production in Nigeria, Unilever Nigeria has the following products:



- Food Products
- Blue Band
 - Lipton Tea
 - Knorr cube
 - Royco cubes



- Home care Products
- OMO Detergent
 - Sunlight Washing Powder
 - Sunlight Dishwashing Liquid



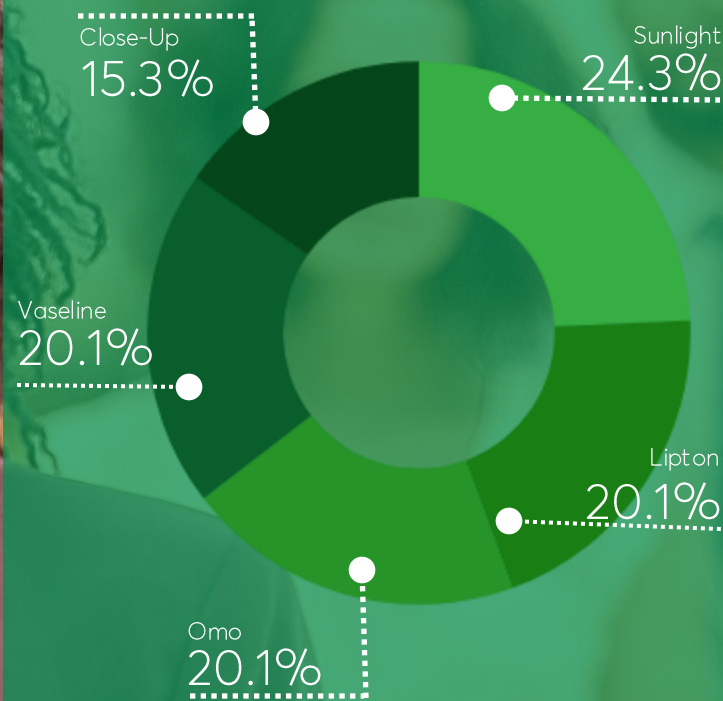
- Personal care Products
- Close Up & Pepsodent Toothpaste
 - Pears Baby products
 - Vaseline products
 - LUX beauty soap



People

Unilever products target every single consumer in the market ranging from small children to the elderly.

Consumers favorite products



Consumers Ratings

- Quality 86.7%
- Pricing 83.2%
- Positioning 90%

Unilever is a supplier of beauty and wellbeing, personal care, home, nutrition, and ice cream products, with sales in over 190 countries and products used by 3.4 billion people every day.

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