

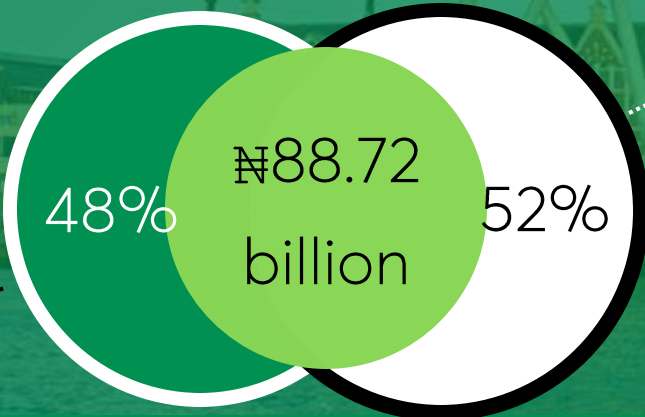
Unilever Pulls Back in Nigeria



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.

Revenue

In 2022, the firm realized ₦ 88.72 billion as revenue.

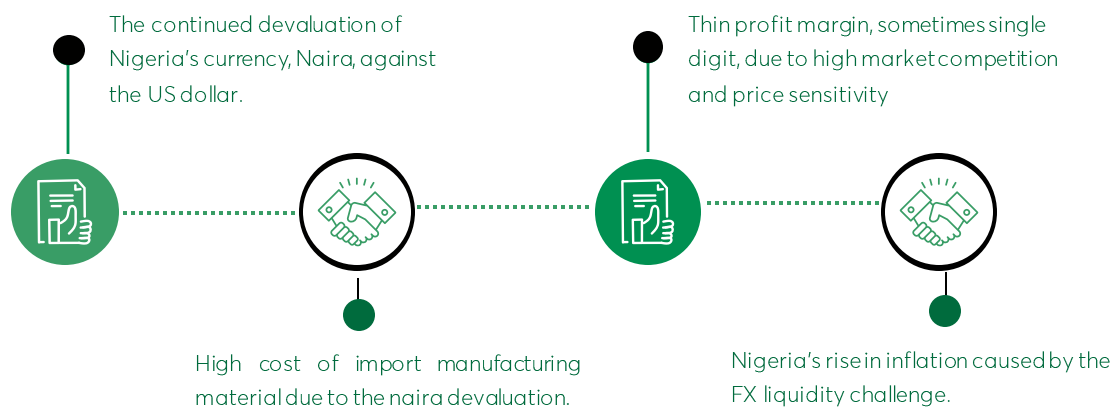


Home and Personal Care

Food Products

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:



Highlights

- \$7.87B** The Nigeria's beauty and personal care industry is anticipated to generate \$7.87 billion in sales in 2023.
- 16%** According to a report by Statista, the Nigeria's beauty and personal care industry is expected to rise by 16% annually.
- ₦50B** Unilever Nigeria's home care and skin cleansing brand is valued at ₦50billion.

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 cubes
 - 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%

Irrespective of the exit, Unilever Nigeria has promised not to relentlessly in its production of standard product for its costumers and also to help the nation via its numerous empowerment programmes.

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spurt.solutions



research@spurt.group



+2348161130265



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