

## **Tissue and Hygiene in Ethiopia**

Market Direction | 2023-02-23 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

In 2022 tissue and hygiene products are experiencing growth in value sales due to inflation, further supported by population growth, rising income levels, and urbanisation. However, category performance remains inhibited by widespread poverty, ongoing conflicts, distribution and importation challenges as well as low product awareness due to the lack of advertising and campaigns.

Euromonitor International's Tissue and Hygiene in Ethiopia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tissue and Hygiene market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Tissue and Hygiene in Ethiopia  
Euromonitor International  
February 2023

### List Of Contents And Tables

#### TISSUE AND HYGIENE IN ETHIOPIA

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for tissue and hygiene?

##### MARKET DATA

Table 1 Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 2 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 5 Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 6 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 7 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 8 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SANITARY PROTECTION

2022 Developments

Prospects and Opportunities

Category Data

Table 9 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 10 □Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 11 □NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 12 □LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 13 □Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 14 □Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

##### NAPPIES/DIAPERS/PANTS

Table 15 □Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 16 □Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 17 □NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 18 □LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 19 □Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 20 □Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

##### ADULT INCONTINENCE

##### WIPES

Table 21 □Retail Sales of Wipes by Category: Value 2017-2022

Table 22 □Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 23 □Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 24 □Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## RETAIL TISSUE

Table 25 □Retail Sales of Tissue by Category: Value 2017-2022

Table 26 □Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 27 □NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 28 □LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 29 □Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 30 □Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

## AWAY-FROM-HOME TISSUE AND HYGIENE

Table 31 □Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 32 □Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 33 □Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 34 □Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 35 □Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 36 □Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Tissue and Hygiene in Ethiopia

Market Direction | 2023-02-23 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-08
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com