

Away-From-Home Tissue and Hygiene in Nigeria

Market Direction | 2023-03-10 | 20 pages | Euromonitor

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Report description:

Away-from-home tissue and hygiene saw moderate current value growth in 2022, driven primarily by unit price increases. Although volume sales declined, growth was more robust relative to retail tissue and hygiene as foodservice restaurant chains, hotels, office complexes and healthcare facilities, where away-from-home tissue products are considered more essential than when at home, boosted consumption. This follows on from a trend seen across the review period.

Euromonitor International's Away-from-Home Tissue and Hygiene in Nigeria 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 Hygiene, Away-from-Home Tissue.

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

Why buy this report?

- * Get a detailed picture of the Away-from-Home 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.

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Away-from-home tissue and hygiene performs well despite poor economic climate

Hotels and restaurants drive growth for toilet paper and napkins while adult incontinence benefits from growing demand among the elderly

Consumer foodservice is a key driver of retail tissue growth in 2022

PROSPECTS AND OPPORTUNITIES

Improvement in the economy will drive strong growth in away-from-home tissue and hygiene in the coming years

Tissue products will drive overall away-from-home growth due to demand within the hospitality industry

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