

Sanitary Protection in Nigeria

Market Direction | 2023-03-10 | 22 pages | Euromonitor

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Report description:

Due to a substantial decline in disposable income as a result of high inflation, sanitary protection saw relatively weak volume growth in growth in 2022, compared with the previous year. Whilst inflation in the overall economy limited consumer spending power, unit prices for sanitary protection products increased, impacting affordability. On the other hand, this rise in average unit prices saw current value growth increase. Strong depreciation of the local currency (partially impacted by the Rus...

Euromonitor International's Sanitary Protection 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: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Sanitary Protection 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.

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Sanitary protection is impacted by inflation and poor economic conditions in 2022

Intense competition among brands tempers increases in average unit prices

Slim/thin-ultra-thin towels see dynamic performance as the number of working women increases

PROSPECTS AND OPPORTUNITIES

Sanitary protection is not yet mature and has further scope for growth

Brand competition will drive affordability and innovation in the coming years

Campaigns from health bodies and non-governmental organisations will boost awareness

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