

## **Tissue and Hygiene in Nigeria**

Market Direction | 2023-03-10 | 48 pages | Euromonitor

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### **Report description:**

Performance for tissue and hygiene categories was negatively impacted by inflation in 2022, which limited consumer spending power and led to a rise in unit prices. Most categories either declined in volume or saw only weak volume growth but current retail value increased on the back of price hikes. Hygiene categories performed better than tissue categories as a result of being considered being more essential and an increase in the urban population. Growth in the baby population benefited nappies...

Euromonitor International's 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 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.

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Euromonitor International  
March 2023

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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

##### CATEGORY DATA

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Distribution is growing beyond chemists/pharmacies

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##### KEY DATA FINDINGS

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Strong competition helps drives innovation and limit price increases

Baby wipes sees best performance due to its essential profile

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## PROSPECTS AND OPPORTUNITIES

Wipes will benefit from a growing population and economic recovery

Company competition to boost demand through innovations and affordability

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## RETAIL TISSUE IN NIGERIA

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Retail tissue sees consolidation as Boulos Group acquires Banrut Rolls

Toilet paper performs best due to being most essential

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