

## **Menstrual Care in Nigeria**

Market Direction | 2024-03-28 | 22 pages | Euromonitor

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### **Report description:**

Menstrual care recorded deep declines in volume sales in 2023 in Nigeria, with consumer demand falling due to inflationary conditions and reduced purchasing power. Although menstrual care products are usually regarded as essential, many local consumers are unable to afford to buy them regularly, and penetration rates remain fairly low in the country. 2023's complex economic climate further hindered growth as hikes in fuel prices and a weakened local currency forced many Nigerians to switch to al...

Euromonitor International's Menstrual Care 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, 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 Menstrual Care 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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Reduced affordability in face of sharp price rises

Tough conditions mean limited company activity, with Procter & Gamble once again ceasing local production

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Strong growth anticipated for forecast period as economy recovers

Slim/thin/ultra-thin towels will drive overall growth

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