

Nappies/Diapers/Pants in Nigeria

Market Direction | 2024-03-28 | 21 pages | Euromonitor

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Report description:

Nappies/diapers/pants recorded deep dips in terms of volume sales in Nigeria in 2023, thanks to the negative impact of poor economic conditions on demand. High inflation caused by rising fuel prices and the depreciation of the local currency dramatically weakened consumer spending power, and many Nigerians were unable to afford nappies/diapers/pants on a regular basis. The unit prices for products in the category also rose sharply, further reducing affordability. Local consumers used nappies/dia...

Euromonitor International's Nappies/Diapers/Pants 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: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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Table of Contents:

Nappies/Diapers/Pants in Nigeria
Euromonitor International
March 2024

List Of Contents And Tables

NAPPIES/DIAPERS/PANTS IN NIGERIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation leads to falls in volume sales

Consumers trade down as unit prices rise

Cash-strapped consumers prefer to shop at small local grocers

PROSPECTS AND OPPORTUNITIES

Growth to improve as economy recovers

Increased brand competition and activity will drive consumer interest

Cloth substitutes to impact progress for junior nappies/diapers

CATEGORY DATA

Table 1 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 2 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 5 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN NIGERIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

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Table 21 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 22 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Nappies/Diapers/Pants in Nigeria

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