

Retail Tissue in Nigeria

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

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Report description:

Retail tissue in Nigeria suffered significantly in terms of volume sales in 2023, with deep declines resulting from the country's struggling economy. Rising energy costs and high inflation, along with a weakened local currency substantially undermined consumer purchasing power, forcing Nigerians to rationalise their spending and focus on food and other essentials.

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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Retail tissue sees volume sales dip as high inflation limits consumer spending power

Toilet paper leads growth as the most familiar and affordable product area within retail tissue

Bel Impex consolidates its lead in 2023 while Hayat Kimya struggles

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