

## **Tissue and Hygiene in Nigeria**

Market Direction | 2024-03-28 | 49 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Overall tissue and hygiene in Nigeria turned in a weak performance in 2023, with all categories posting a decline in volume terms as well as relatively slow current value growth. The depreciation of the local currency and fall in disposable incomes due to high inflation led to slowed growth. This harsh economic climate meant that even products such as those within nappies/diapers/pants, menstrual care and toilet paper saw deep dips in volume sales. Though often considered essential elsewhere, in...

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 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: 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Tissue and Hygiene in Nigeria  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### 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 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

##### MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 15 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 16 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### MENSTRUAL CARE IN NIGERIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

High inflation and low spending power means volume declines for menstrual care

Reduced affordability in face of sharp price rises

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

##### PROSPECTS AND OPPORTUNITIES

Strong growth anticipated for forecast period as economy recovers

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

Intensified competition to boost demand

##### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 18 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 19 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 21 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 22 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 23 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

## **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 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

## **RETAIL ADULT INCONTINENCE IN NIGERIA**

### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

High inflation leads to volume sales decline in 2023

Imported brands struggle due to depreciation of local currency

Health and beauty specialists dominate retail distribution, but small local grocers see growing share

### **PROSPECTS AND OPPORTUNITIES**

Retail adult incontinence will benefit from improved economic conditions

Rise in older consumers to boost demand

Brand competition will drive innovation

### **CATEGORY DATA**

Table 31 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

## **WIPES IN NIGERIA**

### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Wipes falls in face of financial pressure

Baby wipes posts best performance, but sales suffer due to substitutes

Leading premium brands lose share as consumers shift towards more affordable alternatives

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Wipes set to see strong growth during forecast period

Baby wipes will drive overall growth as birth rate rises

Niche segments to benefit from raised awareness

## CATEGORY DATA

Table 37 Retail Sales of Wipes by Category: Value 2018-2023

Table 38 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 40 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 41 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 42 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

## RETAIL TISSUE IN NIGERIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

### PROSPECTS AND OPPORTUNITIES

Retail tissue to bounce back as Nigeria's economy recovers

Continued urbanisation will drive greater interest in convenient cleaning products

Toilet paper will drive development while niche segments benefit from rising incomes and awareness

## CATEGORY DATA

Table 43 Retail Sales of Tissue by Category: Value 2018-2023

Table 44 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 46 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 47 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 48 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

## AWAY-FROM-HOME TISSUE AND HYGIENE IN NIGERIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Harsh economic climate hinders AFH tissue and hygiene in 2023

AFH sector turns in better performance than retail sector thanks to greater necessity

Hotels drive demand for toilet paper while napkins benefit from use in consumer foodservice

### PROSPECTS AND OPPORTUNITIES

Economic recovery set to drive strong growth for away for home tissue and hygiene

Hotels expansion as major demand driver for AFH tissue

The growth of hospitality and healthcare will boost demand for all category members

## CATEGORY DATA

Table 49 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 51 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 52 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 53 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 54 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Tissue and Hygiene in Nigeria

Market Direction | 2024-03-28 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
	VAT	
	Total	

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com