

Menstrual Care in Nigeria

March 2024

Table of Contents

Menstrual Care in Nigeria - Category analysis

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

- Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023
- Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
- Table 3 Retail Sales of Tampons by Application Format: % Value 2018-2023
- Table 4 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
- Table 5 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
- Table 6 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
- Table 7 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

Tissue and Hygiene in Nigeria - Industry Overview

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 8 Birth Rates 2018-2023
- Table 9 Infant Population 2018-2023
- Table 10 Female Population by Age 2018-2023
- Table 11 Total Population by Age 2018-2023
- Table 12 Households 2018-2023
- Table 13 Forecast Infant Population 2023-2028
- Table 14 Forecast Female Population by Age 2023-2028
- Table 15 Forecast Total Population by Age 2023-2028
- Table 16 Forecast Households 2023-2028

MARKET DATA

- Table 17 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 18 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 19 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 20 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menstrual-care-in-nigeria/report.