



Euromonitor
International

Nappies/Diapers/Pants in Nigeria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek cheaper alternatives or potty-train early to reduce spend on nappies/diapers/pants
KissKids is the leading brand, offering both affordable and premium offerings
Small local grocers attract consumers across all income groups seeking affordability

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by ongoing urbanisation and a new minimum wage
Growth for retail e-commerce will be supported by busy, working lifestyles
Innovation and intense competition is set to support retail value growth

CATEGORY DATA

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Tissue and Hygiene in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture
2024 key trends
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Retail developments
What next for tissue and hygiene?

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MARKET DATA

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DISCLAIMER

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