



Euromonitor
International

Menstrual Care in Nigeria

March 2024

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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

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Strong growth anticipated for forecast period as economy recovers

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

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DISCLAIMER

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