



# Away-From-Home Tissue and Hygiene in Nigeria

March 2024

Table of Contents

## 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 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 5 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene 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 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

## 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 focussing 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/away-from-home-tissue-and-hygiene-in-nigeria/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-nigeria/report).