

Retail Tissue in Nigeria

March 2025

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2024 DEVELOPMENTS

Retail volume sales improve as players lower prices to remain affordable

Bel Impex retains the lead while Hayat Kimya improves its share

Small local grocers improve its share as consumer seek affordable options

PROSPECTS AND OPPORTUNITIES

The rise in minimum wage is set to support ongoing growth for retail tissue

Modern grocery channels are expected to improve share, while high-income consumers turn to e-commerce Innovations in the premium segment is set to drive growth as incomes improve

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