



Euromonitor  
International

# Retail Adult Incontinence in Nigeria

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek affordable alternatives, leading to a decline in retail volume sales  
Dr Brown retains its lead as imported brands face significant challenges  
A desire for discretion is driving growth in retail e-commerce

PROSPECTS AND OPPORTUNITIES

Economic recovery and an ageing population are expected to drive growth  
Ongoing growth is expected for retail e-commerce as companies provide a wide variety of products  
Innovative is set to enhance user comfort and improve absorption

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Tissue and Hygiene in Nigeria - Industry Overview

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DISCLAIMER

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