

# Nappies/Diapers/Pants in Nigeria

March 2023

Table of Contents

## Nappies/Diapers/Pants in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflation impacts consumer spending power but population growth boosts demand  
Price competition helps to minimise unit price increases in 2022  
Standard nappies/diapers performance best, but disposable pants sees volume decline

#### PROSPECTS AND OPPORTUNITIES

Still immature, nappies/diapers/pants has good scope for growth  
Strong company competition is expected to drive growth further  
Disposable pants is expected to benefit from greater economic stability in the years ahead

#### CATEGORY DATA

Table 1 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022  
Table 2 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022  
Table 3 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022  
Table 4 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022  
Table 5 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027  
Table 6 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

## Tissue and Hygiene in Nigeria - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 7 - Birth Rates 2017-2022  
Table 8 - Infant Population 2017-2022  
Table 9 - Female Population by Age 2017-2022  
Table 10 - Total Population by Age 2017-2022  
Table 11 - Households 2017-2022  
Table 12 - Forecast Infant Population 2022-2027  
Table 13 - Forecast Female Population by Age 2022-2027  
Table 14 - Forecast Total Population by Age 2022-2027  
Table 15 - Forecast Households 2022-2027

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2017-2022  
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022  
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022  
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022  
Table 20 - Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022  
Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022  
Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027  
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

### 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/nappies-diapers-pants-in-nigeria/report](http://www.euromonitor.com/nappies-diapers-pants-in-nigeria/report).