



# Wipes in Nigeria

March 2023

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## Wipes in Nigeria - Category analysis

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#### 2022 DEVELOPMENTS

Wipes declines in volume terms in 2022 due to inflationary pressures  
Strong competition helps drives innovation and limit price increases  
Baby wipes sees best performance due to its essential profile

#### PROSPECTS AND OPPORTUNITIES

Wipes will benefit from a growing population and economic recovery  
Company competition to boost demand through innovations and affordability  
By offering convenience and hygienic cleaning products, niche segments will grow as the local economy recovers

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