



Tissue and Hygiene in Nigeria

May 2026

Table of Contents

Tissue and Hygiene in Nigeria

EXECUTIVE SUMMARY

Companies Expand Affordable Pack Sizes to Drive Brand Loyalty

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Companies Expand Affordable Pack Sizes to Drive Brand Loyalty

Chart 2 - BeSense launches Star Pack

Convenience and Comfort Boost Retail Adult Incontinence

Chart 3 - Depend FIT-FLEX Launch

Brands Tap into Demand for Natural and Skin-Friendly Products

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes to Prompt Shift From Substitutes to Specialised Hygiene

Retail Adult Incontinence to Continue Leading Growth as Brands Target Awareness

Brand Innovation and Awareness Campaigns Set to Expand Reach and Boost Demand

Chart 6 - Analyst Insight for Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mallinson Group Disrupts Share Hierarchy as Bel Impex Consolidates Leadership

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Immediate Purchases as Consumers Prioritise Proximity

Supermarkets and E-Commerce Attract Value Seekers and Modern Shoppers

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Tissue and Hygiene

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Tissue and Hygiene

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Paper and Napkins Fuel Away-From-Home Growth

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Toilet Paper and Napkins Fuel Away-From-Home Growth

Chart 20 - Swantex Premium Quality Napkins

Online Expansion Fuels Growth for Care Home Suppliers

Chart 21 - Clinicaid.ng Begins Offering Adult Incontinence Products

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Hotels and Modern Foodservice Chains Fuel Demand for Tissue Products

Care Providers Prioritise Adult Incontinence as Population Ages

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

CHANNELS

Foodservice Chains and Hotels Drive Tissue Demand as Travel Rises

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dr Brown'S Leverages Affordability to Defend Share as Premium Brands Gain Ground

KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Dr Brown'S Leverages Affordability to Defend Share as Premium Brands Gain Ground

Chart 35 - Fitright Adult Diapers

Newer Brands Drive Premiumisation as Pants Gain Visibility

Convenience Features Aid Premium Sales Amid Price-Conscious Shoppers

Chart 36 - Depend Fit-Flex

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Continue to Drive Awareness as E-Commerce Is Expected to Expand Product Visibility

Moderate/Heavy Products to Attract Investment as Health Drivers Boost Demand

Shifting Economic Conditions to Reshape Product Adoption

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Wemy Industries Ltd Maintains Lead as Imports Face Headwinds

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Retain Dominance as E-Commerce Gains Ground

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Retail Adult Incontinence

Chart 46 - Real GDP Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Retail Adult Incontinence

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Affordability Wins Shares as Consumers Trade Down

KEY INDUSTRY TRENDS

Chart 52 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Affordability Wins Shares as Consumers Trade Down

Chart 53 - Mallinson Group Introduces Veesper Economy Brand

Consumers Demand Affordable Options with a Clean Wellness Focus

Chart 54 - Goodfit Diapers Launched by Bordar Group

Convenience Focus Not Enough to Aid Volume Sales for Pants

Chart 55 - Value Sales 2020-2030

Chart 56 - Volume Sales 2020-2030

Chart 57 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Intensify Competition to Capture Value-Focused Parents

Disposable Pants to Attract Employed Parents Seeking Convenience and Quality

Chart 58 - Forecast Value Sales 2020-2030

Chart 59 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bordar Group Overtakes Hayat Kimya as Affordability Reshapes Brand Hierarchy

Chart 60 - Company Shares 2025

Chart 61 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance as Supermarkets and Pharmacies Expand Reach

Chart 62 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 63 - Economic Context for Nappies/Diapers/Pants

Chart 64 - Real GDP Growth 2020-2030

Chart 65 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 66 - Consumer Context for Nappies/Diapers/Pants

Chart 67 - Population 2020-2030

Chart 68 - Consumer Expenditure 2020-2030

Chart 69 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Leading Brands Drive Affordable Choice with Diverse Packs

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Leading Brands Drive Affordable Choice with Diverse Packs

Chart 71 - BeSense launches Star Pack

Combination Packs and Convenience Innovation Reshape Brand Leadership

Skin-Focused Launches Set New Consumer Standards

Chart 72 - Softcare New Herbal Series

Chart 73 - Value Sales 2020-2030

Chart 74 - Volume Sales 2020-2030

Chart 75 - Value Sales by Category 2025

WHAT'S NEXT?

New Entrants and Urban Consumers Accelerate Product Uptake

Towels Will Maintain Leadership through Essential Nature

Reusable Pads and Affordability Continue to Reshape Consumer Choices and Brand Strategy

Chart 76 - Analyst Insight for Menstrual Care

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mallinson Group Overtakes Procter & Gamble by Driving Affordable Innovation

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Dominance as Shoppers Seek Affordability and Convenience

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Menstrual Care

Chart 83 - Real GDP Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Menstrual Care

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Wipes in Nigeria

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Asian and Local Brands Win Share as Affordability Takes Centre Stage

KEY INDUSTRY TRENDS

Chart 89 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Asian and Local Brands Win Share as Affordability Takes Centre Stage

Chart 90 - Imported Cherix Baby Wipes

Demand Shifts Towards Mild and Natural Wipes

Chart 91 - Baby Secret Baby Wipes

Emerging Brands Leverage Natural Positioning to Gain Distribution

Chart 92 - Value Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Attract New Buyers with Affordable Baby Wipes and Wider Choice

Brands to Continue to Innovate with Skin-Friendly and Antibacterial Features

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Wemy Industries Strengthen Lead as Rivals Capture Value with Affordable and Premium Wipes

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Reach as Pharmacies Drive Trust

Chart 98 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for Wipes

Chart 100 - Real GDP Growth 2020-2030

Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for Wipes

Chart 103 - Population 2020-2030

Chart 104 - Consumer Expenditure 2020-2030

Chart 105 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Nigeria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Extend Lead by Prioritising Affordability and Smaller Packs

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Brands Extend Lead by Prioritising Affordability and Smaller Packs

Chart 107 - Bel Impex Ltd's Kiki Plus

Toilet Paper Maintains Dominance as Multi-Purpose Essential in Harsh Climate

Premium Slowdown Spurs New Promotion Strategies

Chart 108 - Banrut's Price Promotions

Chart 109 - Value Sales 2020-2030

Chart 110 - Volume Sales 2020-2030

Chart 111 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Boost Demand as Disposable Incomes Recover

Local Sourcing and E-Commerce Innovation Reshape Pricing and Access

Chart 112 - Forecast Value Sales 2020-2030

Chart 113 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bel Impex Outpaces Import-Reliant Rivals as Local Sourcing Shields Share

Chart 114 - Company Shares 2025

Chart 115 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Lead as Modern Retail Expands

Chart 116 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 117 - Economic Context for Retail Tissue

Chart 118 - Real GDP Growth 2020-2030

Chart 119 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 120 - Consumer Context for Retail Tissue

Chart 121 - Population 2020-2030

Chart 122 - Consumer Expenditure 2020-2030

Chart 123 - Population by Generation 2025

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/tissue-and-hygiene-in-nigeria/report.