

Sanitary Protection in Nigeria

March 2023

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Sanitary Protection in Nigeria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sanitary protection is impacted by inflation and poor economic conditions in 2022
Intense competition among brands tempers increases in average unit prices
Slim/thin-ultra-thin towels see dynamic performance as the number of working women increases

PROSPECTS AND OPPORTUNITIES

Sanitary protection is not yet mature and has further scope for growth
Brand competition will drive affordability and innovation in the coming years
Campaigns from health bodies and non-governmental organisations will boost awareness

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DISCLAIMER

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