



# Retail Tissue in Nigeria

March 2023

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## Retail Tissue in Nigeria - Category analysis

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Retail tissue sales decline in volume in 2022 due to negative economic conditions

Retail tissue sees consolidation as Boulos Group acquires Banrut Rolls

Toilet paper performs best due to being most essential

#### PROSPECTS AND OPPORTUNITIES

Population growth will drive performance in retail tissue over the forecast period

Toilet paper remains immature in Nigeria, offering significant scope for growth

Niche categories of napkins, paper towels, boxed facial tissues and pocket handkerchiefs will benefit from an improving economy

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