



Wipes in Nigeria

May 2026

Table of Contents

Wipes in Nigeria - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Asian and Local Brands Win Share as Affordability Takes Centre Stage

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Asian and Local Brands Win Share as Affordability Takes Centre Stage

Chart 2 - Imported Cherix Baby Wipes

Demand Shifts Towards Mild and Natural Wipes

Chart 3 - Baby Secret Baby Wipes

Emerging Brands Leverage Natural Positioning to Gain Distribution

Chart 4 - Value Sales 2020-2030

Chart 5 - 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 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Reach as Pharmacies Drive Trust

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Companies Expand Affordable Pack Sizes to Drive Brand Loyalty

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Companies Expand Affordable Pack Sizes to Drive Brand Loyalty

Chart 19 - BeSense launches Star Pack

Convenience and Comfort Boost Retail Adult Incontinence

Chart 20 - Depend FIT-FLEX Launch

Brands Tap into Demand for Natural and Skin-Friendly Products

Chart 21 - Value Sales 2020-2030

Chart 22 - 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 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mallinson Group Disrupts Share Hierarchy as Bel Impex Consolidates Leadership

Chart 26 - Company Shares 2025

Chart 27 - 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 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wipes-in-nigeria/report.