



# Retail Tissue in Nigeria

May 2026

Table of Contents

## Retail Tissue in Nigeria - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Brands Extend Lead by Prioritising Affordability and Smaller Packs

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

#### INDUSTRY PERFORMANCE

Brands Extend Lead by Prioritising Affordability and Smaller Packs

Chart 2 - Bel Impex Ltd's Kiki Plus

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

Premium Slowdown Spurs New Promotion Strategies

Chart 3 - Banrut's Price Promotions

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

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

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Small Local Grocers Sustain Lead as Modern Retail Expands

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Tissue

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Tissue

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - 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 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Companies Expand Affordable Pack Sizes to Drive Brand Loyalty

Chart 20 - BeSense launches Star Pack

Convenience and Comfort Boost Retail Adult Incontinence

Chart 21 - Depend FIT-FLEX Launch

Brands Tap into Demand for Natural and Skin-Friendly Products

Chart 22 - Value Sales 2020-2030

Chart 23 - 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 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mallinson Group Disrupts Share Hierarchy as Bel Impex Consolidates Leadership

Chart 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/retail-tissue-in-nigeria/report](http://www.euromonitor.com/retail-tissue-in-nigeria/report).