

# Tissue and Hygiene in Ghana

March 2025

**Table of Contents** 

## Tissue and Hygiene in Ghana

## **EXECUTIVE SUMMARY**

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

## MARKET DATA

- Table 1 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 2 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 4 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 5 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 6 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 7 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 8 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 9 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

#### DISCLAIMER

## MENSTRUAL CARE

**Key Data Findings** 

2024 Developments

Value sales supported by awareness campaigns and domestic brand expansion

Lexta Ghana leads menstrual care while benefiting from market trust and variety

Retailers drive growth as van distribution and informal trade support reach

**Prospects and Opportunities** 

Local production expected to boost accessibility and price stability

Wholesale e-commerce growth expected to outpace retail in the short term

Product innovation focuses on comfort, sensitivity, and consumer needs

Category Data

- Table 10 Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 11 Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 13 LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 14 Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 15 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

## NAPPIES/DIAPERS/PANTS

Key Data Findings

2024 Developments

Diaper sales continue to rise amid lifestyle shifts and brand diversification

Sunda Ghana remains the dominant and most dynamic player in nappies

Wholesalers and retailers lead, while e-commerce expands rapidly

Prospects and Opportunities

Local production holds key to growth amid currency volatility

E-commerce becomes a core channel for small-scale players

Product innovation expands to meet diverse consumer needs

Category Data

Table 16 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 17 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

- Table 18 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
- Table 20 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
- Table 21 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

## RETAIL ADULT INCONTINENCE

Key Data Findings

2024 Developments

Adult incontinence performance improves due to greater awareness and market variety

Market remains fragmented, with imported products dominating

Distribution remains focused on urban markets and traditional retailers

Prospects and Opportunities

Retail adult incontinence set to grow with improved awareness and wider availability

E-commerce plays a growing role in product accessibility

Innovation focuses on comfort, discretion and skin health

Category Data

- Table 22 Sales of Retail Adult Incontinence by Category: Value 2019-2024
- Table 23 Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024
- Table 24 NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024
- Table 25 LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024
- Table 26 Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029
- Table 27 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

## **WIPES**

**Key Data Findings** 

2024 Developments

Increased diversity and accessibility of baby wipes drive overall growth

Local producers gain traction in a competitive market

Retail dominates distribution while online sales grow steadily

Prospects and Opportunities

Urbanisation and rising hygiene awareness support category expansion

Digital platforms offer wider reach for small businesses

Convenient, on-the-go packaging is key to product innovation

Category Data

- Table 28 Retail Sales of Wipes by Category: Value 2019-2024
- Table 29 Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 30 NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 31 LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 32 Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 33 Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

## RETAIL TISSUE

Key Data Findings

2024 Developments

Retail value sales growth driven by local production and shifting lifestyle trends

Multiple dynamic local players drive competition and innovation

Traditional retail continues to lead distribution, supported by growing e-commerce adoption

**Prospects and Opportunities** 

Inflationary pressures may challenge growth, but hygiene awareness offers long-term opportunity

Toilet paper remains essential while paper towels and pocket tissues gain ground

Distribution and brand diversification strategies support wider market reach

Category Data

Table 34 - Retail Sales of Tissue by Category: Value 2019-2024

- Table 35 Retail Sales of Tissue by Category: % Value Growth 2019-2024
- Table 36 NBO Company Shares of Retail Tissue: % Value 2020-2024
- Table 37 LBN Brand Shares of Retail Tissue: % Value 2021-2024
- Table 38 Forecast Retail Sales of Tissue by Category: Value 2024-2029
- Table 39 Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

## AWAY-FROM-HOME TISSUE AND HYGIENE

**Key Data Findings** 

2024 Developments

Post-pandemic hygiene expectations raise demand for away-from-home tissue and hygiene

Health sector developments support away-from-home adult incontinence sales

Away-from-home adult incontinence offerings diversify to meet specific needs

Prospects and Opportunities

Sales expected to rise with greater awareness and local production

Distribution expands beyond traditional channels to include hospitals and online

Innovation focuses on discretion, comfort and enhanced functionality

Category Data

- Table 40 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 41 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 42 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 43 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 44 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 45 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

## 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-ghana/report.