



# Menstrual Care in Nigeria

March 2024

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## Menstrual Care in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflation and low spending power means volume declines for menstrual care

Reduced affordability in face of sharp price rises

Tough conditions mean limited company activity, with Procter & Gamble once again ceasing local production

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Strong growth anticipated for forecast period as economy recovers

Slim/thin/ultra-thin towels will drive overall growth

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