



Tissue and Hygiene in Ghana

February 2024

Table of Contents

Tissue and Hygiene in Ghana

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for tissue and hygiene?

MARKET DATA

Table 1 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 2 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 5 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 6 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 7 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 8 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

MENSTRUAL CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 9 - Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 10 - Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 13 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 14 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS

2023 Developments

Prospects and Opportunities

Category Data

Table 15 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 16 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 18 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 19 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 20 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

ADULT INCONTINENCE

2023 Developments

Prospects and Opportunities

Category Data

Table 21 - Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 22 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 24 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 25 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 26 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

WIPES

2023 Developments

Prospects and Opportunities

Category Data

Table 27 - Retail Sales of Wipes by Category: Value 2018-2023

Table 28 - Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 30 - LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 31 - Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 32 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE

2023 Developments

Prospects and Opportunities

Category Data

Table 33 - Retail Sales of Tissue by Category: Value 2018-2023

Table 34 - Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 35 - NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 36 - LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 37 - Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 38 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE

2023 Developments

Prospects and Opportunities

Category Data

Table 39 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 40 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 41 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 42 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 43 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 44 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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.