

Toilet Paper Market in Ghana 2021

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Abstracts

Toilet paper is a thin sanitary absorbent paper usually in a roll for use in drying or cleaning oneself after defecation and urination. The toilet paper market in Ghana is set to grow at a healthy compound annual growth rate (CAGR) of 12.8% in the next five years, according to data and analytics company StrategyHelix. Increasing awareness regarding the benefits of maintaining cleanliness and personal hygiene and presence of favorable government initiatives are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toilet paper. The Ghana toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in Ghana has been segmented into pulp paper, recycled paper. The pulp paper segment was the largest contributor to the Ghana toilet paper market in 2020. Based upon distribution channel, the toilet paper market in Ghana is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. According to the research, the supermarkets & hypermarkets segment had the largest share in the toilet paper market in Ghana.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toilet paper market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: pulp paper, recycled paper

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Ghana toilet paper market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Identify the competitive landscape and window of opportunity

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others
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