

# Toilet Paper Market in Nigeria 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. According to a report by StrategyHelix, the toilet paper market in Nigeria is projected to expand by a CAGR of 15.6% from 2021 through 2027. 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 Nigeria toilet paper market is segmented on the basis of product, and distribution channel. On the basis of product, the toilet paper market in Nigeria has been segmented into pulp paper, recycled paper. Among these, the pulp paper segment was accounted for the highest revenue generator in 2020. By distribution channel, the toilet paper market in Nigeria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment is estimated to account for the largest share of the toilet paper market in Nigeria.

The leading players in the toilet paper market include Banrut Rolls Nigeria Limited, Boulos Group of Companies, Hayat Holding A.S.

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 Nigeria toilet paper market

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

Pinpoint growth sectors and trends for investment

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Recycled paper

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Specialty stores  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Banrut Rolls Nigeria Limited  
Boulos Group of Companies  
Hayat Holding A.S.  
About StrategyHelix  
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