



# Tissue and Hygiene in Ghana

May 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Everpack Expands Value-Driven Tissue Choices to Address Affordability Pressures

Texstyles Ghana Drives Sustainable Menstrual Solutions with Reusable Pad Innovation

Chart 2 - Coniwas Launches 2025 Ghana Wash Week with Spotlight on Reusable Menstrual Pad Standards

Digital Platforms Accelerate Access to Premium Nappies and Wipes for Urban Families

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

## WHAT'S NEXT?

Local Sourcing and Sustainability Trends Set to Drive Future Growth of Tissue and Hygiene

Sustainable and Eco-Friendly Innovation Expected to Boost Future Growth in Menstrual Care

Chart 5 - Analyst Insight for Tissue and Hygiene

Social Enterprises and Digital Platforms Anticipated to Reshape Consumer Preferences and Access

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sunda Ghana Investment LTD maintains lead through scale and established distribution networks

Flora Kids and Safare Challenge Incumbents with Local Innovation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

## CHANNELS

Small Local Grocers Retain Shoppers as Modern Outlets Expand

Online Retailers Target Premium Shoppers but Scale Remains Limited

Chart 10 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 11 - Economic Context for Tissue and Hygiene

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 14 - Consumer Context for Tissue and Hygiene

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Ghana

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## INDUSTRY PERFORMANCE

Modernisation Boosts Afh Tissue and Hygiene Sales

Everpack Launches Larger Tissue Packs to Improve Convenience

Government Hygiene Campaigns Boost Tissue Demand

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Mid-Range Hotels and Hospitals Drive Bulk Tissue Supply Contracts

Government Hygiene Audits and Tourism Raise Quality Standards for Suppliers

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

## CHANNELS

Supermarkets and Online Platforms Expand Access to Premium Formats

Retail E-Commerce and Supermarkets Create a Two-Track Procurement Landscape

Chart 22 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 23 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 26 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Ghana](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Adult Incontinence Summary

## INDUSTRY PERFORMANCE

Caplet and Ghana Diaper Villa Drive Access through E-Commerce and Targeted Supply

Chart 30 - Adult Incontinence Products in Online Shops

Older Adults Prioritise Moderate and Heavy Solutions as Incomes Stagnate

Caplet Expands Reach and Reduces Stigma with Discreet Delivery and Education

Chart 31 - Value Sales 2020-2030

Chart 32 - Volume Sales 2020-2030

Chart 33 - Value Sales by Category 2025

## WHAT'S NEXT?

E-Commerce Platforms Widen Access and Boost Discreet Purchases

Mid-Tier Products and Local Production Attract Price-Sensitive Buyers

Subscription Models and Donation Partnerships Expand Consumer Reach

Chart 34 - Forecast Value Sales 2020-2030

Chart 35 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Marvel Five Investments Ltd and Sanita Consumer Products Llc Defend Share as Value Focus Drives Brand Loyalty

Chart 36 - Company Shares 2025

Chart 37 - Brand Shares 2025

## CHANNELS

Pharmacies and Medical-Supply Shops Maintain Trust and Drive Product Access

Retail E-Commerce Broadens Reach and Offers Discreet Solutions

Chart 38 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 39 - Economic Context for Retail Adult Incontinence

Chart 40 - Real Gdp Growth 2020-2030

Chart 41 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 42 - Consumer Context for Retail Adult Incontinence

Chart 43 - Population 2020-2030

Chart 44 - Consumer Expenditure 2020-2030

Chart 45 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Ghana](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

## INDUSTRY PERFORMANCE

Softcare Leverages Affordability to Build Loyalty and Outpace Rivals

Softcare'S Scale Drives Volume as Nappies/Diapers Dominate Household Choices

Flora'S Entry Sparks Dynamic Volume Growth in Disposable Pants

Chart 46 - Value Sales 2020-2030

Chart 47 - Volume Sales 2020-2030

Chart 48 - Value Sales by Category 2025

## WHAT'S NEXT?

Local Manufacturers Capture Price-Led Growth as Incomes Shift

Affordable Nappies/Diapers Sustain Dominance as Disposable Pants Accelerate

Digital Engagement and Compliance Reshape Brand Strategies and Trust

Chart 49 - Forecast Value Sales 2020-2030

Chart 50 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Flora Leverages Local Production to Challenge Softcare'S Lead

Chart 51 - Company Shares 2025

Chart 52 - Brand Shares 2025

## CHANNELS

Open Markets and Baby Shops Sustain Accessibility-Led Growth

Courier Services and Online Shops Broaden Consumer Access and Choice

Chart 53 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 54 - Economic Context for Nappies/Diapers/Pants

Chart 55 - Real Gdp Growth 2020-2030

Chart 56 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 57 - Consumer Context for Nappies/Diapers/Pants

Chart 58 - Population 2020-2030

Chart 59 - Consumer Expenditure 2020-2030

Chart 60 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Ghana](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Menstrual Care Summary

## INDUSTRY PERFORMANCE

Softcare Increases Affordable Pad Supply to Meet Rising Demand

Chart 61 - Softcare Offers More Affordable Pads

Government'S Free Pad Initiative Expands Access and Reduces Absenteeism

Gtp Pilots Local Reusable Pad Production to Empower Girls and Reduce Waste

Chart 62 - Value Sales 2020-2030

Chart 63 - Volume Sales 2020-2030

Chart 64 - Value Sales by Category 2025

## WHAT'S NEXT?

Ngos and Local Brands Drive Access through Affordability and Education

Reusable and Eco-Friendly Solutions Gain Ground through Social Advocacy

Cost Efficiency and Sustainability Reshape Competitive Landscape

Chart 65 - Forecast Value Sales 2020-2030

Chart 66 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Lexta Ghana Ltd Faces Rising Challenges as Softcare and New Local Brands Gain Share

Ohemaa and Gtp Pure Pad Drive Innovation and Inclusion through Local Relevance

Chart 67 - Company Shares 2025

Chart 68 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintains Dominance, Driven by Convenience and Reach

Ohemaa and Digital Channels Engage Young Consumers with New Value Offers

Chart 69 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 70 - Economic Context for Menstrual Care

Chart 71 - Real Gdp Growth 2020-2030

Chart 72 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 73 - Consumer Context for Menstrual Care

Chart 74 - Population 2020-2030

Chart 75 - Consumer Expenditure 2020-2030

Chart 76 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Wipes in Ghana](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wipes Summary

## INDUSTRY PERFORMANCE

Local Brands Prioritise Affordability, Enabling Better Access for Families

Personal Wipes Reach New Households as Wellness Features Drive Appeal

Chart 77 - Softcare Wipes Provides an Affordable Local Option

Linzy and Softcare Respond to Demand for Convenience and Wellness

Chart 78 - Value Sales 2020-2030

Chart 79 - Value Sales by Category 2025

## WHAT'S NEXT?

Busy Households and Institutions Accelerate Demand for Convenient Formats

Personal Wipes Outpace All Others as Wellness Features Drive Loyalty

E-Commerce and Multi-Channel Sales Expand Reach for Trusted Brands

Chart 80 - Forecast Value Sales 2020-2030

Chart 81 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Responds to Rising Competition with Wellness-Focused Wipes

Simple and Beauty Formulas Target Young Women with Skincare Wipes

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Shape Consumer Choices with Consistent Variety

Modern Retail and E-Commerce Platforms Attract Urban Middle-Income Shoppers

Melcom Leverages Modern Formats to Expand Wipes Accessibility

Chart 84 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 85 - Economic Context for Wipes

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 88 - Consumer Context for Wipes

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Ghana](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Retail Tissue Summary

## INDUSTRY PERFORMANCE

Everpack and Shine Brands Increase Affordability and Accessibility for Households

Everpack Responds to Demand for Value and Convenience with Mini Packs and Large Facial Tissues

Chart 92 - Value Sales 2020-2030

Chart 93 - Volume Sales 2020-2030

Chart 94 - Value Sales by Category 2025

## WHAT'S NEXT?

Urban Shoppers Shift Towards Portable and Bulk Tissue Formats

Toilet Paper Dominates as Facial Tissues Drive Growth Momentum

Sustainability and Digital Engagement Reshape Tissue Brand Strategies

Chart 95 - Forecast Value Sales 2020-2030

Chart 96 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Flora Leverages Awards and Media to Expand Brand Loyalty

Chart 97 - Company Shares 2025

Chart 98 - Brand Shares 2025

## CHANNELS

Small Local Grocers Drive Tissue Accessibility with Flexible Pricing

Online Platforms Attract Urban Shoppers with Convenience and Variety

Chart 99 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 100 - Economic Context for Retail Tissue

Chart 101 - Real Gdp Growth 2020-2030

Chart 102 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 103 - Consumer Context for Retail Tissue

Chart 104 - Population 2020-2030

Chart 105 - Consumer Expenditure 2020-2030

Chart 106 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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](http://www.euromonitor.com/tissue-and-hygiene-in-ghana/report).