The African disposable hygiene market post Covid
13 April 2021

How has the pandemic impacted consumer behaviour and market trends in the African disposable hygiene market?

Haydn Davis, Editor of Sustainable Nonwovens and Raymond Chimhandamba of Handas Consulting, consider the landscape and key drivers in various African markets in a video discussion.

Raymond and Haydn also discussed the contrasts with the pre-covid era, specific trends and penetration rates in developing markets, consumer sensitivities to cost and e-commerce trends in the region.

Raymond Chimhandamba will present further insight on these topics on the opening day of OUTLOOK™2021