

Wipes in the Netherlands

Market Direction | 2022-08-12 | 24 pages | Euromonitor

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Report description:

Wipes enjoyed positive retail current value growth in 2021, thanks to the focus by consumers on health, hygiene and convenience. With COVID-19 still spreading, constant cleaning at home was necessary, maintaining sales of home care wipes and floor cleaning systems well above the pre-pandemic level. In particular, within personal care wipes general purpose wipes witnessed rapid growth in 2021, due to the versatility of these products. General purpose wipes focused on on-the-go aspect, as consumer...

Euromonitor International's Wipes in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems , Personal Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wipes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumers' need to maintain hygiene spurs growth in wipes

Sustainability and the natural trend become increasingly important in wipes

Kimberly-Clark and Procter & Gamble lead wipes

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Availability of natural and sustainable wipes likely to increase

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