

## **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.

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