

Wipes in Brazil

Market Direction | 2023-03-07 | 26 pages | Euromonitor

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Report description:

Wipes recorded double-digit retail value growth in 2022, directly influenced by impact of high inflation, driving up prices in players' portfolios from baby wipes to facial cleansing wipes. The annual inflation rate reached close to 10% in Brazil, although depending on the region and distribution channel, price increases were often higher. Due to the post-pandemic scenario with an easing of restrictions, consumer demand for wipes in out-of-home situations positively influenced volume sales, incl...

Euromonitor International's Wipes in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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