

## **Wipes in Canada**

Market Direction | 2023-03-08 | 24 pages | Euromonitor

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### **Report description:**

All-purpose cleaning wipes in Canada experienced another year of volume decline in 2022, as Canadian consumers resumed their pre-COVID-19 lifestyles more fully, spending more time outside of the home, and demand returned to pre-pandemic levels. Retailers and institutions continued to provide complimentary hand sanitiser and/or wipes which also placed a downwards pressure on retail demand.

Euromonitor International's Wipes in Canada 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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Euromonitor International  
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Demand for home care wipes softens, with brands regaining strength

General purpose wipes witnesses demand softening, yet antibacterial/sanitising property remains in demand

Baby, intimate and moist toilet wipes sustain growth, while facial cleansing wipes posts partial recovery

#### PROSPECTS AND OPPORTUNITIES

Heightened cleaning routines uphold consumption of anti-virus/bacteria wipes

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