

## **Wipes in China**

Market Direction | 2023-03-07 | 23 pages | Euromonitor

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### **Report description:**

With sporadic outbreaks of COVID-19 cases in various parts of China throughout 2022, and related lockdown measures, retail value sales of general purpose wipes saw growth in the year, with consumers using disposable products due to sanitary and hygiene concerns. This represented a turnaround from the declining performance in 2021, in the aftermath of the exponential boom in sales in 2020, as the pandemic made its debut. Products containing fewer or no additives, often dubbed as "pure-water wipes...

Euromonitor International's Wipes in China 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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Cosmetic wipes continues its decline due to limited travel

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