

## **Wipes in Denmark**

Market Direction | 2023-03-08 | 23 pages | Euromonitor

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### **Report description:**

Rising inflation was present in 2022, increasing retail price-points for consumers. Due to supply chain disruptions, high freight costs, and higher labour costs, retail price points across all wipes rose. Consequently, while all areas recorded current retail value hikes, most products saw negative results for retail volume. In fact, retail volume growth was only noted by baby wipes, intimate wipes, cosmetic wipes and facial cleansing wipes, with baby wipes benefiting from the increasing birth ra...

Euromonitor International's Wipes in Denmark 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  
March 2023

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