

Wipes in Hong Kong, China

Market Direction | 2023-03-10 | 23 pages | Euromonitor

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Report description:

Demand for personal wipes in Hong Kong witnessed a moderate decline 2021. In fact, 2021 marked the end of panic buying when local consumers depleted their stock of panic-purchased wipes and began to adjust to the "new normal". After this drop, demand for personal wipes marginally improved in 2022 due to a new wave of COVID-19 early in the year. This scenario once again heightened hygiene awareness in Hong Kong, with many consumers desperate to clean their hands and surfaces around the home to av...

Euromonitor International's Wipes in Hong Kong, 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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Persistent hygiene habits benefit general purpose wipes

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