

Wipes in India

Market Direction | 2023-03-09 | 23 pages | Euromonitor

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Report description:

Personal wipes, the only relevant format in the category, continued to record impressive double-digit retail volume and current value growth in 2022, with baby wipes contributing the most to sales. Baby wipes are becoming popular in India where they used in conjunction with nappies/diapers to prevent skin rash, while offering convenience as part of hygiene and personal care routines. Advertisements featuring mothers selecting the highest-quality wipes for their child have been created by brands...

Euromonitor International's Wipes in India 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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Baby care brands focus on wipes to diversify their product portfolios

Intimate wipes remains a niche but is gradually gaining in popularity

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