

Wipes in Italy

Market Direction | 2023-03-07 | 26 pages | Euromonitor

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Report description:

Baby wipes remains by far the largest category in wipes in Italy in value and volume terms, with these products being used for a wide range of purposes and not just for cleaning children. Nonetheless, volume sales remained under pressure in 2022 for several reasons. Firstly, the consumption of baby wipes, and wipes in general, has been negatively affected by the growing awareness of the harm that these products can do to the environment, with many Italians keen to reduce their use of single-use...

Euromonitor International's Wipes in Italy 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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Retailers increase their distribution share with private label sales flourishing

Lillydoo partners with OVS to give a physical distribution presence to its range of baby products

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