

Wipes in the US

Market Direction | 2023-03-07 | 29 pages | Euromonitor

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Report description:

Impregnated wet wipes used for household cleaning and general purpose wipes, which mainly consist of options with sanitising and antibacterial properties, witnessed further sales declines in 2022 as the category further reset from the record growth of 2020. Although hygiene vigilance endured in 2022, local consumers gradually relaxed cleaning intensity as pandemic fears receded. Instead, they turned to more affordable, gentler cleaning solutions such as baby wipes, soap and water or detergent fo...

Euromonitor International's Wipes in USA 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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Efficacy, health and sustainability influence development of personal care wipes

Crisis-accelerated bathroom wellness shift enables further penetration of moist toilet wipes

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