

## **Wipes in Portugal**

Market Direction | 2023-03-13 | 23 pages | Euromonitor

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### **Report description:**

Wipes remained a dynamic product area in Portugal in both personal and home care wipes in 2022, with growth in the latter category remaining particularly strong. The need for strict hygiene and increased cleaning to help stop the spread of COVID-19 remained a key driver the year. Wipes' convenience due to their disposability and, in some cases, antibacterial claims continued to bring additional confidence to consumers in terms of hygiene. Inflationary pressures were a key contributor to the stro...

Euromonitor International's Wipes in Portugal 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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