

## **Wipes in Germany**

Market Direction | 2023-03-23 | 22 pages | Euromonitor

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### **Report description:**

While in 2022 most wipes categories showed slower retail volume growth than in 2021, mainly due to increases in prices, sales continued to grow, a trend stemming from the pandemic. Consumers' behaviour adapted during the early pandemic period, when they learned how to be more hygienic at home, and this desire for hygiene continued into 2022, as COVID-19 remained a threat, and as other more familiar viruses, such as the common cold and flu, also saw a resurgence.

Euromonitor International's Wipes in Germany 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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