

Wipes in Australia

Market Direction | 2023-03-27 | 24 pages | Euromonitor

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Report description:

Wipes continued to appeal to Australian consumers in 2022, thanks to their convenience and ease of use. As people resumed their busy lifestyles after the pandemic restrictions eased earlier in the year, wipes recorded double-digit current value growth. Moreover, awareness of personal hygiene remained high amongst local consumers, leading them to adopt more rigorous care routines with wipes. This trend boosted volume sales of general purpose wipes and moist toilet wipes for personal hygiene in 20...

Euromonitor International's Wipes in Australia 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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Table of Contents:

Wipes in Australia
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List Of Contents And Tables

WIPES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wipes continues to see high value growth

Rebound for cosmetic wipes, driven by the resumption of social activities

Household name dominates home care wipes, while baby wipes is fragmented

PROSPECTS AND OPPORTUNITIES

Demand for wipes will be sustained by ongoing adherence to hygiene practices and distribution expansion

Skin health and wellness to inform new product development in cosmetic wipes

The Hygiene Co - the rise of this local brand is worth watching

CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2017-2022

Table 2 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 5 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN AUSTRALIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

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Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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