

## **Wipes in China**

Market Direction | 2024-02-26 | 22 pages | Euromonitor

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### **Report description:**

In 2023, the 3-year growth streak for general purpose wipes ended as emergent demands coming from the pandemic saw sharp decline and the growth pattern for the category returned to normal. While personal hygiene awareness is here to stay, Chinese consumers' tightened budgets mean that consumption of discretionary goods, like wipes, will not stay strong. Portable packages suitable for outdoor scenarios sell better than family packs as people start to go out more often than during the pandemic. Co...

Euromonitor International's Wipes in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

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