

## **Wipes in Indonesia**

Market Direction | 2024-02-28 | 24 pages | Euromonitor

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### **Report description:**

Wipes in Indonesia saw an increase in current value sales in 2023, sustaining the positive growth trajectory that has been observed throughout the review period. The COVID-19 pandemic, despite its many challenges, brought about a significant and lasting increase in hygiene awareness among consumers in a trend that persisted into 2023 and will continue throughout the forecast period. Even though the immediate threat of the virus has diminished, its long-term impact on consumer behaviour remains e...

Euromonitor International's Wipes in Indonesia 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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Euromonitor International  
February 2024

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Category sees further segmentation and premiumisation

Mitu leads, followed by Cussons and Mamypoko

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