

Wipes in the US

Market Direction | 2024-02-27 | 27 pages | Euromonitor

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Report description:

Despite the easing of pandemic-related restrictions, established hygiene habits and the need for convenience have continued to drive demand for wipes, and this is set to continue. Consumers are still concerned about maintaining a clean and germ-free environment, and wipes provide a quick and easy solution for cleaning and disinfecting surfaces. In addition, wipes offer a portable and convenient option for personal hygiene, especially when on-the-go, or in situations where traditional cleaning me...

Euromonitor International's Wipes in USA 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.

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
February 2024

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Cleaning efficacy, health and convenience influence development of personal care wipes

Moist toilet wipes and baby wipes posted healthy growth, while disinfecting and sanitising wipes witnessed moderate growth

Private labels market share increased across personal care wipes

PROSPECTS AND OPPORTUNITIES

Sustainability to wield greater influence on future sales and competition

Legislation regarding flushability, labelling and ingredient transparency will continue to pose challenges and necessitate further innovation.

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