

Wipes in Dominican Republic

Market Direction | 2024-03-05 | 21 pages | Euromonitor

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Report description:

In 2023, wipes in the Dominican Republic recorded positive retail value growth, benefiting from products that have versatile and multifunctional uses. For example, consumers increasingly use baby wipes not only to clean babies' skin but for other purposes, such as adult facial cleansing and surface cleaning, and among higher-income demographics, it is also used as a substitute for toilet paper. As such, it has been noted that Dominicans who do not have children purchase baby wipes, increasingly...

Euromonitor International's Wipes in Dominican Republic 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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Baby wipes is favoured due to their versatility and multifunctional use

Essity AB focus on key products to drive retail value growth

Leading brands offer joint purchase of nappies and wipes to drive retail volume

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