

Wipes in Finland

Market Direction | 2024-03-07 | 22 pages | Euromonitor

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Report description:

Despite being a mature product area, wipes in Finland continued to thrive in 2023, propelled by the enduring appeal of convenience. The price increase during the year prompted consumers to adopt a more discerning approach, carefully evaluating product offerings based on price and quality. To stimulate sales, industry players focused on enhancing the value proposition of their products, whether through competitive pricing, improved sustainability credentials, or elevated product quality.

Euromonitor International's Wipes in Finland 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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