

Wipes in North Macedonia

Market Direction | 2024-03-11 | 21 pages | Euromonitor

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Report description:

In 2023, current value sales of wipes witnessed a second year of double-digit growth in North Macedonia. Much of this growth was fuelled by inflation which led to price increases. Despite lowering birth rates and inflationary pressures, baby wipes are still popular in North Macedonia. The main reason is convenience, as working parents have less time to use cottonwool and water. The popularity of baby wipes is also due to such wipes being used for other purpose, such as wiping surfaces. General p...

Euromonitor International's Wipes in North Macedonia 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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