

## **Wipes in Pakistan**

Market Direction | 2024-03-15 | 19 pages | Euromonitor

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### **Report description:**

While value sales continued to be relatively low in 2023, wipes in Pakistan registered healthy volume growth, though constant value sales fell, as rising costs hit profitability. There is increased availability of various more affordable imported brands and this supported increase volume sales. The burgeoning urban population was more likely to be aware of and willing and able to buy wipes and this also supported volume sales.

Euromonitor International's Wipes in Pakistan 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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