

## **Wipes in Peru**

Market Direction | 2024-03-11 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2023, the wipes landscape in Peru was significantly impacted by price rises. As such, while retail value growth was positive, retail volume sales were challenged in areas including cosmetic wipes and baby wipes. Due to this scenario, there has been an increase in lower-priced imported and local products. Retail companies such as InRetail (holding company that owns Farmacias Peruanas and Supermercados Peruanos SA), Cencosud SA and Hipermercados Tottus launched various lines of products at lowe...

Euromonitor International's Wipes in Peru 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Wipes in Peru  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### WIPES IN PERU

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Low prices become the norm, challenging retail value growth of wipes

Small personal wipes lose relevance as the offer of baby wipes continues to grow

High levels of competition between brands, with a rising entry of smaller players

##### PROSPECTS AND OPPORTUNITIES

Economic brands gain further ground across the early forecast period

Wipes continue to grow as penetration improves

Cross-selling is a key marketing strategy to boost sales in wipes

#### CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2018-2023

Table 2 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 5 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

#### TISSUE AND HYGIENE IN PERU

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

Key trends in 2023

Competitive landscape

Retailing developments

What next for tissue and hygiene?

##### MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

##### MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## **Wipes in Peru**

Market Direction | 2024-03-11 | 22 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### **ORDER FORM:**

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                               |            |
|---------------|-------------------------------|------------|
| Email*        | Phone*                        |            |
| First Name*   | Last Name*                    |            |
| Job title*    |                               |            |
| Company Name* | EU Vat / Tax ID / NIP number* |            |
| Address*      | City*                         |            |
| Zip Code*     | Country*                      |            |
|               | Date                          | 2026-02-08 |
|               | Signature                     |            |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)