

## **Wipes in Poland**

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

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### **Report description:**

In 2023, wipes in Poland recorded double-digit retail value growth, with these high levels of growth driven by ongoing price rises. General purpose wipes continued to experience positive retail volume growth as consumers increasingly appreciated the ease and convenience these products offered daily. With the fast-paced nature of modern society, consumers in 2023 were seeking easy solutions for various tasks, with general-purpose wipes offering a versatile and efficient option.

Euromonitor International's Wipes in Poland 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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Euromonitor International  
March 2024

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