

## **Wipes in Saudi Arabia**

Market Direction | 2024-03-15 | 26 pages | Euromonitor

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### **Report description:**

Wipes in Saudi Arabia continued to be driven by increased hygiene awareness, a rising demand for convenience, improving disposable incomes, travel, the rebound and development of tourism and hospitality as consumers continued to resume pre-COVID-19 pandemic lifestyles, an expanding baby care products offer, technological improvements and urbanisation. These factors aided the category's growth potential towards the end of the review period, as more and more consumers sought easy and effective sol...

Euromonitor International's Wipes in Saudi Arabia 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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March 2024

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Robust key trends continue to develop and grow the category at the end of the review period

Key players in baby wipes continue to upgrade product quality and diversify their product offer

#### PROSPECTS AND OPPORTUNITIES

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