

## **Wipes in Germany**

Market Direction | 2024-03-26 | 22 pages | Euromonitor

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### **Report description:**

Wipes in Germany have been enjoying popularity since the pandemic, given their hygiene efficiency and portability function. Despite the impact of the pandemic continuing to wane, hygiene habits persist in Germany, and wipes meet the needs of busy consumers as they spend greater time outside of the home. Nevertheless, the cost-of-living crisis has forced many consumers to be more conservative with their spending on non-essentials, resulting in slower growth in 2023.

Euromonitor International's Wipes in Germany 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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## Table of Contents:

Wipes in Germany  
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### List Of Contents And Tables

#### WIPES IN GERMANY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Private label gains popularity in times of high cost-consciousness

Discounters gain share as consumers look to save on their shopping bills

Demand for baby wipes continues to grow despite higher prices and falling birth rate

##### PROSPECTS AND OPPORTUNITIES

Consumers expect wipes to offer convenience and efficiency

Multifunctionality expected to grow in the personal hygiene space

Biodegradable and flushable wipes in response to environmental concerns

##### 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 GERMANY

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

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

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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

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SOURCES

Summary 1 Research Sources

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