

## **Wipes in Mexico**

Market Direction | 2024-04-09 | 26 pages | Euromonitor

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### **Report description:**

In 2023, wipes in Mexico demonstrated a notable growth trend in both retail volume and current value terms, which is indicative of increased consumer awareness of the product varieties available, and the benefits they offer. Personal wipes in particular experienced significant growth rates, surpassing those of the previous year, signalling a significant opportunity for expansion within the Mexican market. This growth can be attributed to the rising demand amongst Mexican consumers for convenient...

Euromonitor International's Wipes in Mexico 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  
April 2024

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Personal wipes remains dynamic through new releases and rebranding

Skin-oriented claims are now top-of-mind for personal wipes

##### PROSPECTS AND OPPORTUNITIES

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