## - 4 EUROMONITOR INTERNATIONAL <br> 50

## Wipes in China

February 2024

Table of Contents

Wipes in China - Category analysis

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Decline projected for general purpose wipes as pandemic restrictions subside
Moist toilet wipes continue to see elevated penetration
Online-first marketing strategies fuel sustained growth for local brands

## PROSPECTS AND OPPORTUNITIES

Baby wipes forecast to experience decline
Cosmetic wipes to post healthy growth as lives return to normal

## 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 China - Industry Overview
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
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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link ww.euromonitor.com/wipes-in-china/report.

