

Wipes in Thailand

March 2024

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Wipes in Thailand - Category analysis

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2023 DEVELOPMENTS

Sales of wipes rocket as consumers look for convenient solutions to staying fresh and clean in 2023 The Evolution of Wipe Selling Points Baby wipes proving popular as a cheaper alternative to facial cleansing wipes

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Wipes could find new sales opportunities in rural and upcountry areas Manufacturers need to address environmental concerns Competition set to heat up as demand grows

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