

# Wipes in Colombia

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Prioritising expenditure during a time of reduced disposable incomes  
Versatility fails to drive sales for cosmetic and facial cleansing wipes  
Resilience of baby wipes as consumers appreciate the multi-purpose qualities

### PROSPECTS AND OPPORTUNITIES

Challenging outlook as wipes continue to be considered unessential items  
The development of private label could boost growth for intimate wipes  
Private label drives growth in all-purpose cleaning wipes

### 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 Colombia - 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

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## SOURCES

### Summary 1 - Research Sources

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