

Wipes in Germany

March 2024

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Wipes in Germany - Category analysis

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

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Tissue and Hygiene in Germany - Industry Overview

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