

# Wipes in Pakistan

March 2024

**Table of Contents** 

## Wipes in Pakistan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Healthy volume growth in 2023

Baby wipes account for most volume sales

Strong multinational brands limit the room for manoeuvre for competitors

## PROSPECTS AND OPPORTUNITIES

Latent demand for disinfectant wipes

Scent used as differentiator

Modern grocery retailers drive sales

#### **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 Pakistan - 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 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 23 - 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 www.euromonitor.com/wipes-in-pakistan/report.