Wipes in China

March 2023

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Wipes in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

General purpose wipes sees a rebound as pandemic resurges
Cosmetic wipes continues its decline due to limited travel
Hengan Fujian maintains its lead with its multi-category stronghold, while Henan Yixiang rises rapidly

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Healthy growth projected for baby wipes along with elevated hygiene awareness
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