

Wipes in South Africa

March 2024

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Wipes in South Africa - Category analysis

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2023 DEVELOPMENTS

Discount rewards and programmes aid access to baby wipes by diverse population Specific benefits are key for new consumer awareness of premium brands Facial cleansing wipes compete with more affordable offerings

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Eco-friendliness is key to driving greater demand for moist toilet wipes Facial cleansing wipes add new ingredients to promote skin health Kenvue's global presence in consumer health and related products

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