



Euromonitor
International

Wipes in Denmark

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Wipes Sees Steady Growth Fuelled by Innovation

Chart 2 - Libero Offers Clean Wellness to Enhance its Offer

Nivea and Grøn Balance Respond to Demand for Convenience and Multifunctionality

Chart 3 - Nivea Meets Demand for Convenience

Premiumisation and Clean Wellness Represent Key Trends

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Salling Fri Offers Bamboo Baby Wipes to Balance Eco-Demands with Convenience

Personal Wipes Maintain Lead as Intimate Formats Accelerate Growth

Discounters and Innovation in Plant-Based Wipes Set to Shape Future Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Innovation and Scale to Hold Leadership Amid Rising Competition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Discounters Capture Shoppers with Affordability and Widespread Access

Retail E-Commerce Gains Traction as Omnichannel Strategies Evolve

Grocery Retailers and Health Specialists Reinforce Value and Accessibility

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Denmark - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Salling Group and Essity Drive Value-Led Innovation as Household Budgets Tighten

Modern Danish Households Look for More Than Just Low Prices

Chart 19 - Libero Promotes Clean Wellness

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Expand Reach as Value and Convenience Shape Choices

Sustainability Pushes Innovation While Shifting Demand to Reusables

Omnichannel Strategies and Discounter Growth Redefine Retail Landscape

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Innovation as Private Label Gains Ground

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Libresse Multistyle Offers Versatility

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Discounters Strengthen Leadership by Expanding Reach and Value

Retail E-Commerce Gains Ground as Omnichannel Convenience Grows

Grocery Retailers Drive Flexibility and Value with Omnichannel Innovation

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-denmark/report.